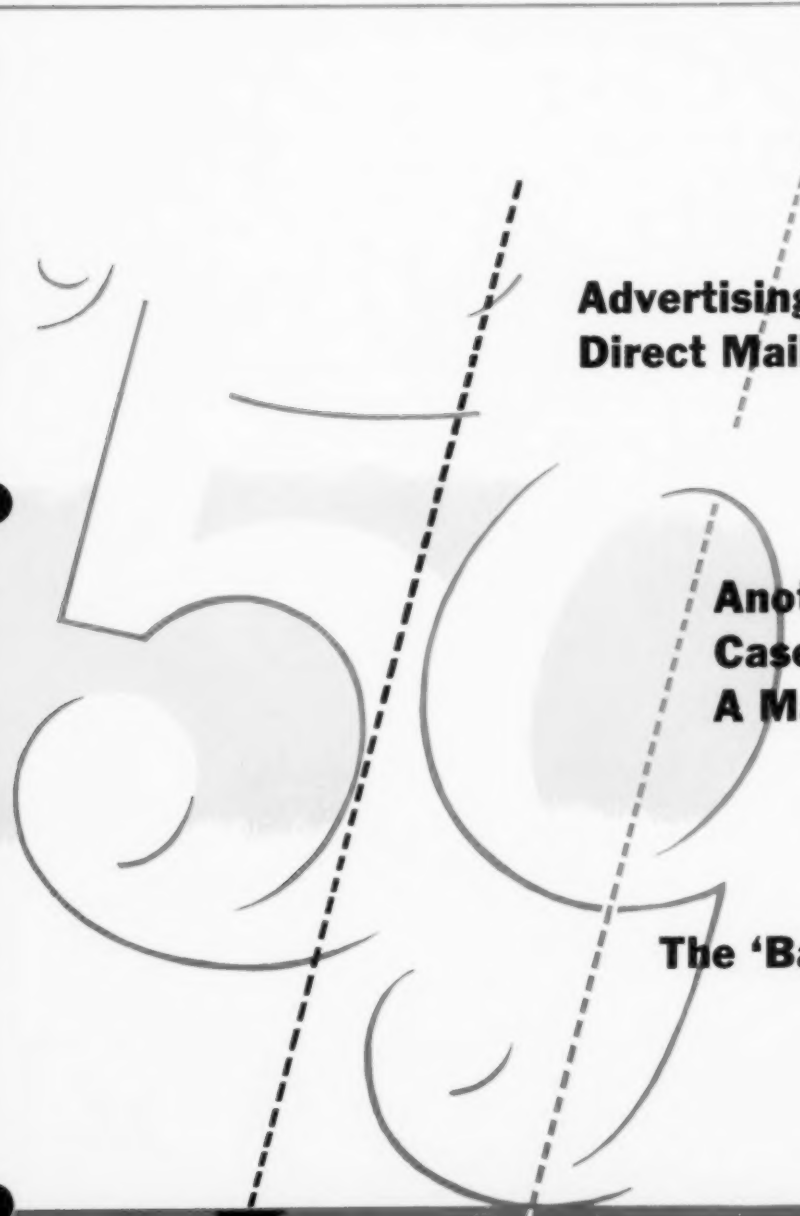


JANUARY / 1959

THE REPORTER OF

• **Direct Mail**

a d v e r t i s i n g



**Advertising Agency
Direct Mail Workshop**

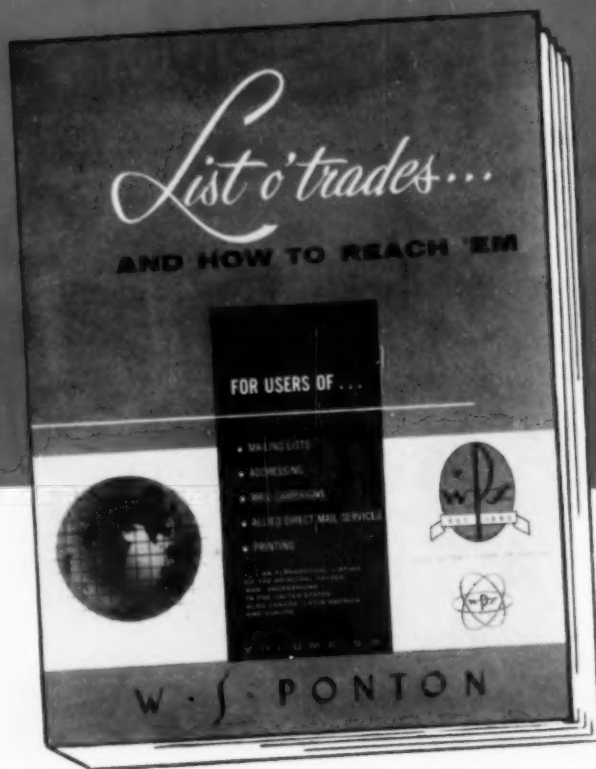
**Another Exclusive
Case History of
A Mail Order Success**

The 'Bankers Life' Story

PLUS: Soliciting New Bank Business By Mail

See Contents Page 4

new...



PONTON'S 1959 CATALOG

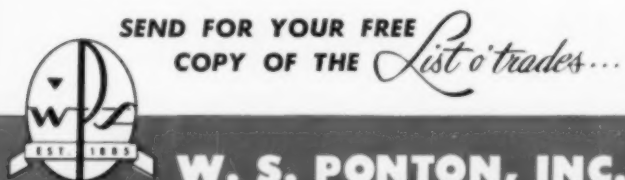
YOUR **INDEX** TO
DIRECT MAIL MARKETS

Comprehensive from Accountants and Auditors through Women's Apparel Shops... **129** pages... over **12,000 classifications**... alphabetically classified for your convenience.

PONTON'S quality controlled mailing lists... compiled by modern **PONTON SELECTRONICS**... with IBM Electronic Equipment... are

your assurance of successful mail campaigns and promotions... with more accurate... pin-pointed selection... no duplication or waste.

PONTON... Leader in Direct Mail since 1885... has a fully mechanized addressing and mailing department to take care of all details at low cost... speed... and effectiveness.



SEND FOR YOUR FREE
COPY OF THE *List o' trades...*

W. S. PONTON, INC.

Sales Office and Production Plant
44 HONECK STREET, ENGLEWOOD, N. J.
New Jersey Phone: LOwell 9-5200

New York Phone: MUrray Hill 7-5311
a direct connection to Englewood



Is **60%** of Your Direct Mail Budget **WASTED?**

A recent authoritative survey shows that 60% of a company's direct mail budget will be wasted unless the direct mail is professionally planned and produced . . . that direct mail campaigns are frequently handicapped from the start by mistakes the users don't know they are making.

Are you sure that your direct mail is protected against costly failure? *And paying its own way with healthy sales increases?* Why not check your direct mail operation against what DMCP offers. Write today for your copy of "DMCP Associates." We think you will agree that it was well worth writing for.

Get Your Copy of "DMCP ASSOCIATES"

It tells what DMCP is . . . what it offers
. . . how it can help you increase sales.



What Is DMCP?

DMCP is a group of direct mail companies specializing in creating and producing direct mail to solve specific sales problems.

It creates and produces over \$10 million of direct mail annually.

It is staffed with experienced direct mail people who have an astounding success record.

DMCP headquarters has a complete ever-growing library of successful direct mail campaigns for accounts ranging from ant farms to zoological gardens.

What DMCP Offers

• a service that cannot be duplicated by any company anywhere

- | | |
|---|--------------------------------|
| • National Headquarters | lytically Classified. |
| • National List Compilation | PLUS |
| • National Supervision | • Local Representation |
| • National Creation | • Local Direct Mail Production |
| • National Library of Campaigns Statistically, Analytically | • Local Control |

No Direct Mail Program . . . Big or Small . . .
Is Too Complicated or Involved for DMCP.



DMCP Associates
1814 Jefferson Avenue
Toledo, Ohio

I'd like to receive a FREE copy of
"DMCP Associates."

NAME

TITLE

COMPANY

ADDRESS

CITY STATE

get the
professional
approach

... to your

DIRECT MAIL



For a FREE roster of members
of MASA, the professional
creators and producers of
BETTER direct mail, write to:

**mail advertising
service association**

INTERNATIONAL

18120 James Couzens Hwy.
Detroit 35, Michigan



*fine
paper
at
its
best*

Rising
PAPER COMPANY

HOUSATONIC,
MASSACHUSETTS

Makers of
RISING PARCHMENT (100% RAG
BOND) • BOND (25% RAG) • LINE
MARQUE (25% RAG WRITING) •
NO. 1 INDEX (100% RAG) •
HILLSDALE WEDDING & BRISTOL
(25% RAG) • PLATINUM PAPER &
BRISTOL (25% RAG) • WINSTED
WEDDING & BRISTOL • AND
TECHNICAL PAPERS

THE REPORTER OF **Direct Mail** advertising

Vol. 21, Number 9

January, 1959

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TIED up to 75,000 units per hour!

At Advertisers Addressing System: Bunn tying helps double mail-processing output . . . cuts tying time 60%

Formerly, mail-processing output at this growing St. Louis shop seldom reached 100 sacks a day. Today, with the help of 5 Bunn Tying Machines, they often handle 200 sacks and more.

"Yes," reports Mr. Jerome B. Osherow, President, "machine-tying has cut our tying time by about 60%. Using the Bunn Tying Machines, we now tie out up to 75,000 pieces an hour!

"Without our Bunn Machines," Mr. Osherow continues, "we'd have to add as many as 10 extra people to our payroll!"

Savings like this are typical. Ideal for letter shop operations, the Bunn machine adjusts automatically to accommodate envelopes of any size or shape.

Operation is simple, positive. You just position your mail, step on the trip and presto: you get a complete wrap and tie . . . in 1½ seconds or less. Faster than hand tying? About 10 times. No wonder over 4000 Bunn machines are now used in Post Offices throughout the United States! Send today for full data on how Bunn automatic tying can cut costs for you. Use the coupon below.



BUNN

**PACKAGE
TYING
MACHINES**
Since 1907

B. H. BUNN CO., 7605 Vincennes Ave., Dept. RD-19, Chicago 20, Ill.
Export Department: 10406 South Western Ave., Chicago 43, Ill.

MAIL COUPON NOW FOR MORE FACTS

**GET THE
WHOLE STORY**

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

B. H. BUNN CO., Dept. RD-19
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.
☐ Please have a Bunn Tying Engineer contact me.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

0404

"Custom-make" Sales
with **TENSION** Custom Made
PACKAGING ENVELOPES



**TAGVERTISER does both
selling and packaging jobs!**

It's a tag. It's an advertising folder. It's an envelope carrying buttons, screws or parts. That's the Tension Tagvertiser.

Big advantage is that it's exclusively yours—a typical example of Tension's custom-made creative design packaging envelopes. Every one is different.

It gives the prospect an added nudge at the point of sale with the merchandise in front of him. It carries assembly parts, spare buttons, special components that would otherwise have to be packed separately.

Ideal for lines ranging from fashions to appliances or toys. Gives final touch of quality to any product.

See how Tagvertiser and other Tension packaging envelopes can help you custom-make sales. Write for **FREE** samples.

FREE Tension Envelope Corp.
Campbell at 19th Street
Kansas City 8, Missouri

Please send me **FREE** "Envelope Idea Kit for Packaging Industry," which includes samples of Tension Tagvertisers.

Name.....
Title.....
Firm Name.....
Address.....
City..... Zone..... State.....

SHORT Notes

DEPARTMENT

We welcome your direct mail ideas and news items for this department.
Send all material to Short Notes Department, The Reporter of
Direct Mail Advertising, 224-7th St., Garden City, N. Y.

□ **JANUARY 1959** . . . brings us the first of the series of postage rate increases. All second and third class postal costs are up. Your annual permit for bulk third class is now \$20 rather than \$10. Your minimum bulk rate is now 2¢ instead of 1½¢ with slightly less weight allowable for the minimum. You'll have to use your ingenuity to overcome the increases. Make each peice more effective; cut out waste on duplications and unnecessary work. Should add this note: religious, educational, scientific, philanthropic, agricultural, labor, veterans or fraternal organizations or associations not organized for profit may still mail bulk third class at the old, old pre-first-increase-rate of 1¢ minimum. A controversial subject, but we think the Post Office should tighten up on its interpretation of "non-profit." Some exempt organizations are selling products, books, courses, etc. Somebody is making a profit. And what they sell is in competition with commercial organizations which must now pay double the rate of postage.

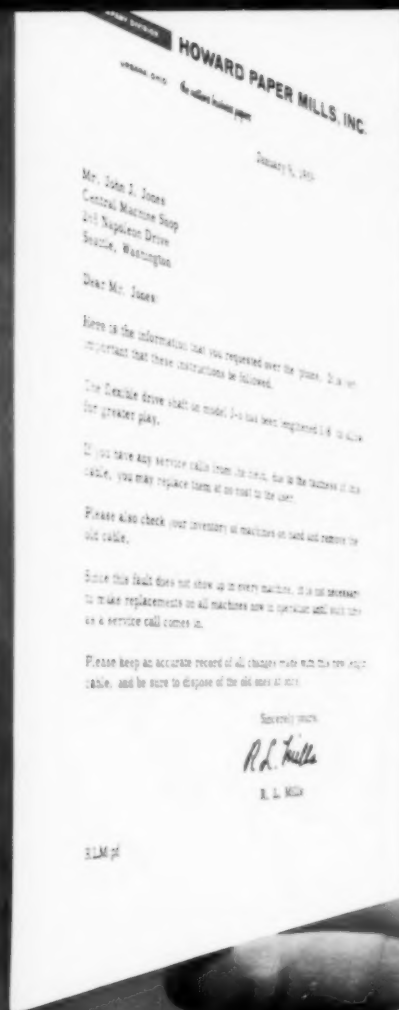
□ **ONE BIT OF GOOD NEWS** appears in the postal situation. It is rumored that PMG Summerfield will again try for a 5¢ first class rate in the new Congress . . . and he may even go after a third class bulk minimum of 3¢. But prophets in Washington predict that the Congress will go slow until the Department of Commerce completes its "impact study" authorized by the 1958 rate rising legislation. The report on impact of higher rates is not due until early 1960. An old friend of printing and direct mail, now in Commerce, has been named as head of impact study group . . . Horace Hart, formerly of Hart Printing Company, Rochester, now Director of Printing & Publishing Industries Division, Department of Commerce. He'll be open-minded. Incidentally . . . there will be many new faces in the new Congress. Some of the old opponents of direct mail have disappeared. Get acquainted with your own representative. Send him once in a while a clipping or article which

shows the importance of direct mail in the economy, or to your local area.

□ **THE CODE OF ETHICS** for rental and exchange of mailing lists is now in printed form and available from the Direct Mail Advertising Assn., 3 E. 57th St., New York 22, N. Y. No use to describe it here as Boyce Morgan (author of text) gave you a preview of it in the October 1958 Reporter. Various groups, in addition to DMAA, have endorsed the Code and the accompanying Standards of Practice. Everyone hopes this new code will clear up many of the headaches which have existed for years.

□ **RADIO STATIONS** give the largest slice of their sales promotion budget to direct mail according to an article in Radio-Television Daily . . . reporting on a survey conducted by the Radio Advertising Bureau. Local direct mail takes 51.6% of budget and is used an average of 15 times per year, with extremes ranging from once per year to 75 times. In a breakdown according to market size, the RAB statistics show local direct mail used by 93.3 per cent of the large market respondents, by 61.9 per cent of the medium sized market stations, and by 84.6 per cent of the small market stations. Thanks to the RAB for clearing the air. A lot of people got the idea recently that they were fighting direct mail. Friendly cooperation between the media is better than fighting.

□ **THE NEGRO MARKET** is a neglected source of business, according to an item in "Bott-Shots," monthly newsletter of Leo P. Bott, Jr., 64 E. Jackson Blvd., Chicago 4, Ill. Premium Practice magazine called it "misunderstood . . . underrated, even insulted." There are about 17½ million colored citizens, constituting four million families, representing an estimated purchasing power of fifteen billion dollars. Sometime back we mentioned that oldtime direct mail expert, Jules Paglin of New Orleans, now



COLOR PHOTO BY ANTON BRUEHL

How to strike a fine balance in letterheads

THERE ARE MANY letterhead papers more expensive than HOWARD BOND and even more that are cheaper. HOWARD BOND is expressly designed to place in balance the degree of prestige a good letterhead deserves, together with a price that

makes it practical for everyday, all-purpose use.

We suggest you ask your local paper merchant or favorite printer to show you samples of HOWARD BOND. Feel its firmness. Hear its crisp crackle. Note its brilliant

whiteness. Imagine your own letterhead on it.

Then ask, "How much?" We believe the balance between obvious value and sensible economy will make HOWARD BOND your letterhead choice from now on.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph

Howard Duplicator • Howard Posting Ledger

Printed on Maxwell Offset



Basis 80—Wove Finish



COLOR PHOTOGRAPH BY ANTON BRUEHL

Doesn't color reproduce better on Maxwell Offset?

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our eight finishes and two tints

Printed on Maxwell Offset—Basis 80—Wave Finish

owns seven southern radio stations. What we forgot to report is that all seven stations are beamed to negro audiences. All are making money. Promotion for advertising sponsors . . . by mail, naturally.



□ **TWO FINE WRITERS**, well known to Reporter readers, have finally announced a service they've been planning and working on for several years. Orville (Bus) Reed and Paul Bringe are now operating their "Better Letters Exchange" with headquarters at 106 N. State St., Howell, Mich. Briefly . . . it's a monthly service of a kit of actual letters (good and bad) for all sorts of situations. Letters are analyzed . . . much advice given. We've seen advance copies of six or seven months. Seems ideal for training employees (and executives) who have anything to do with mail contracts. Service fee is \$24 per year for twelve issues. Sample copy available for \$2.



□ **FISHING NEWS:** Max and Sallie Sackheim spent Thanksgiving holidays in their Largo, Fla., home. Took our across-the-street neighbors, Dick and Margaret



Hill on a far-out-in-the-Gulf fishing trip. The four of them caught 56 big kingfish weighing 715 pounds (but the biggest ones broke lines and got away). A display of the catch with the four anglers made front page sports section of Clearwater Sun. From appearances, you'd think somebody gave Max a present of the Empire State building.



□ **MORE AND MORE COMPANIES** are frowning on Christmas gifts to employees. The gift sellers are worried, but it will all come out in the wash somewhere. Gift-giving has in many cases been overdone. Some have called it "bribing" or "kick-backs." One of the best letters this past season on the subject was mailed by President J. S. Mack of the G. C. Murphy Co., 531 Fifth Ave., McKeesport, Pa., to all suppliers. In it he quoted printed company policy given to all employees. "It is the policy of your Company that no one may receive



5 seconds ago just another name on your direct mail list

*Now — he's a real live sales prospect.
Prodded by a compelling Reply-O-Letter to pull out
and mail the Built-In reply card.
No writing — not even a "fill-in" required.*

5 seconds is all the time it takes. That's about *all* the time a "direct mail name" will give you. Awareness of this is the reason Reply-O-Letter successfully increases clients' replies 30 to 50%.

Reply-O-Letter is dynamic, door-opening *sales-lettermanship*. Every detail — letterhead, headline, 1st paragraph, compelling close, and convenient pre-addressed reply — stimulates the reader's impulse to act-now. It's an art we've spent 25 years mastering.

Our staff of skilled letter writers and artists will help you fashion your appeal to today's busy prospects.

Any user will tell you about the wonderful results he gets. Write on your letterhead for free booklet:
"The 3 R's of Direct Mail."

REPLY-O-LETTER

1 Central Park West, New York 23, N. Y.

Sales Offices:

New York • Boston • Chicago • Detroit • Cleveland • Toronto



PRIDE IS THE DIFFERENCE **Atlantic Bond**

The very finest genuinely
watermarked sulphite bond.
For easy identification, the
substance number is made part
of the watermark.

Smoother running . . .
sharper, clearer reproduction.

Moisture controlled for di-
mensional stability. Precision
trimmed for greatest accuracy.

Ask your Franchised
EASTERN Merchant (or write
direct) for a generous sample.



EASTERN

EASTERN FINE PAPER AND PULP DIVISION
STANDARD PACKAGING CORPORATION

BANGOR, MAINE

gifts of cash, gift certificates, or merchandise of substantial value from any individual or organization with whom he has business contact. This includes the use or enjoyment of property or facilities by you or members of your family. Adherence to this policy will prevent embarrassment to you or your Company." The letter itself was friendly but emphasized the need on everyone's part to cut down on unnecessary expenses which would increase the cost of doing business.



□ **THE CREDIT CARD** business is certainly booming. Now that American Express has taken over the Travelcard, Diners' Club has expanded and taken over Esquire Club. Newest addition is Carte Blanche, sponsored by Hilton Statler Hotels. Will be good at other hotels. All these credit card systems are using tons of direct mail to obtain members. Pretty soon, when going on a trip, it won't be necessary to take along any money. Only trouble is . . . the darn bills have to be paid when you get back home.



□ **LUKE KAISER** of Premier Printing & Letter Service, Houston, Texas, made absolutely sure that everyone would know where he was when the company moved into their new building at 2120 McKinney at Hutchins. Printed inside a 6-3/4" x 6-3/4" four-page folder, "It's a Premier Move," was a map of downtown Houston . . . showing exact location. Inserted in round double-wheeled charts, with all Houston streets listed on edge of dials. By turning center wheel from where you are to where you are going . . . a die-cut slot tells exactly how far it is. Two other die-cut slots reveal all the Premier services as wheel is turned. Good work.



□ **HAVE YOU NOTICED** how some of the big mailers are finding substitutes for the mail? Shopping bags are now being used for advertising on a national basis. Inserts in pocket books are growing in favor. Time Magazine's experiment with the railroads is interesting. Ticket purchasers receive their reservations in envelope bearing Time advertising (tied in with traveling). The flap of envelope, when cut off, becomes a business reply card with order blank for trial subscription.



□ **MAIL ORDER** is certainly growing. Not the franchise shoestring stuff . . . but old established businesses expanding into mail order operations. A pocket type folder from the famous Jack & Charlie's "21" Club in New York interested us. Tucked into inside pocket were twelve

4 1/4" x 6" sheets. One novel product pictured on one side of each sheet. Back for prices and order form. Very well done . . . but naturally the prices are just as high as dining at "21." Orders are being taken by Iron Gate Products Co., Inc. (sole distributors for "21"), 424-26 W. 54th St., New York 19, N. Y. You can get a large pepper mill for a mere \$33; a cheese and cracker tray for same, or a slightly better one for \$35; there's a "21" corkscrew for \$12.50; caviar is only \$32 a pound; and a replica of the famous hitching post, weighing 140 pounds, 48" high, goes for \$135 fob New York. Wonderful . . . if you can afford it.



□ **THE FEDERAL TRADE COMMISSION** is really cracking down on the racketeers and dishonest merchandisers. In last two months, we've received bulletins amounting to 44 sheets of tightly printed summaries of cases. As we've said before . . . it's frightening to see how many people there are in business who are trying to make a living by cheating someone else. If you would like to get the news summaries, you can get on the list by writing to the Secretary of the Commission, Washington 25, D. C. By law, the FTC cannot send out these releases unless they receive a direct request from each individual. Post Office is also active on outright fraud lines. Now issuing a monthly press release summarizing all cases concluded during the period.



□ **THERE'S A NEW RASH** of chain letters. Some are connected with sale of automobiles. One promises a car free if the recipient of chain letter refers enough people to dealer and the referees refer others. But the Better Business Bureau accountants figure that 12,600 automobiles would have to be sold before the original referer got his free car. Chain letter schemes are definitely illegal. If you get one of them . . . asking you to send to others . . . promising a monetary return . . . best thing to do is send it to your local Postal Inspector. They are getting tough on this racket.



□ **"ARE YOU YOUR OWN BOTTLE-NECK?"** asks a humorous little booklet produced by Regina Services Corp., 118 E. 25th St., New York, N. Y. Written by president Harry King, the pocket-size promotion is "a test for printing buyers" . . . to determine your N.Q. (nuisance quota). "The test is for good sports only," says the introduction, "and reserved for those who purchase printing. Any relation between printing buyers and pests is purely coincidental and does not neces-



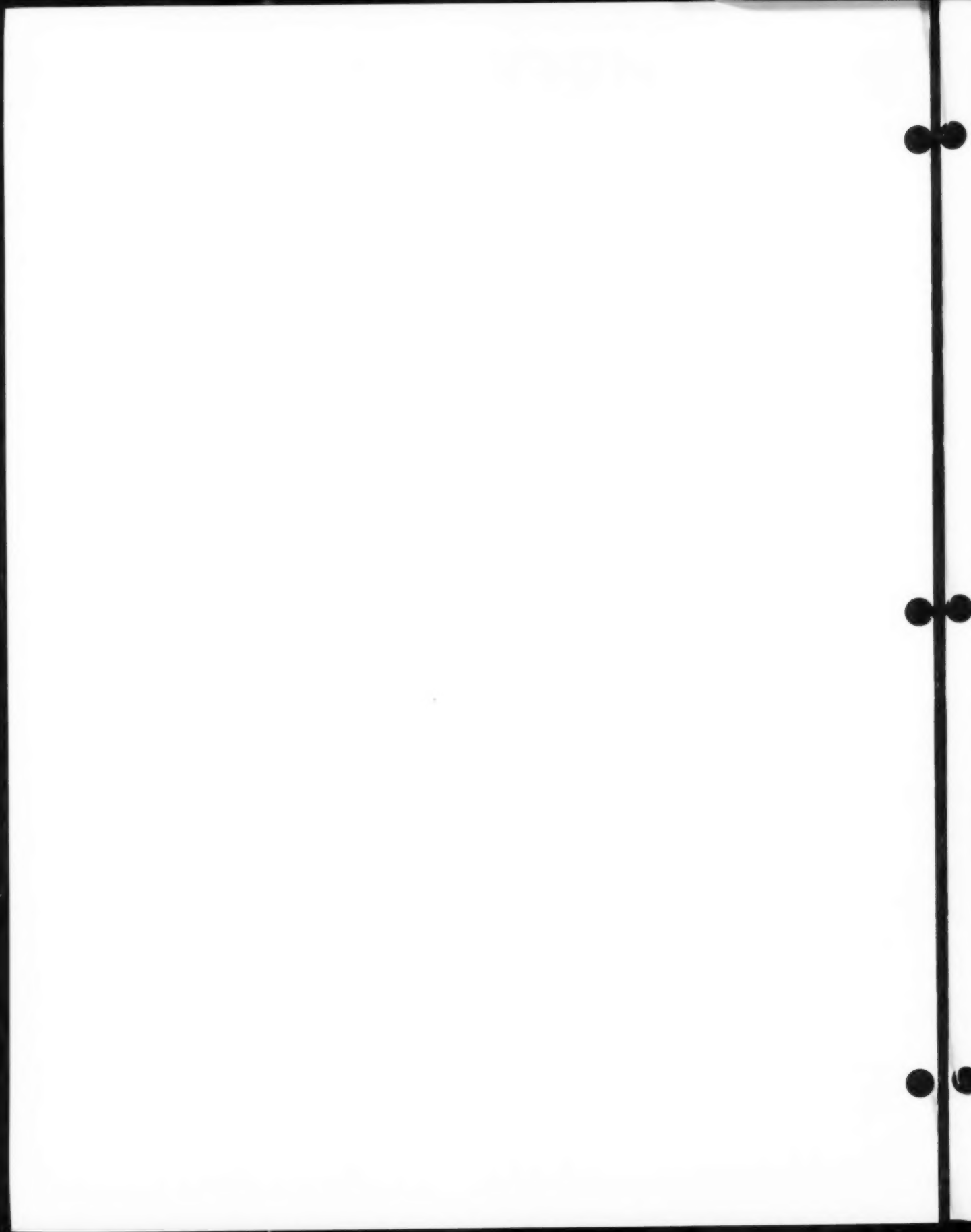
PRIDE IS A TASTE. A savory broth. Delicately seasoned. Culmination of experiment, care and anticipation. Pride. Made of many things. The force that sets one man's efforts above another's. Just enough. Proud printers have it. Pride. The difference in Atlantic fine papers.



Cover • Bond • Opaque • Offset • Ledger • Mimeo • Duplicator • Translucent

Atlantic

EASTERN FINE PAPER AND PULP DIVISION • STANDARD PACKAGING CORPORATION • BANGOR, MAINE



sarily reflect the opinions of Regina Services Corp. You can get a copy of the 10-question quiz of your printing prowess by writing to Regina at the above address.



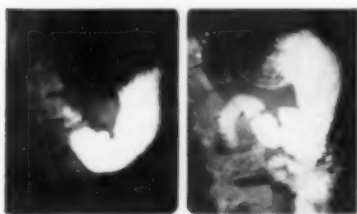
□ **CRAW MODERN** is becoming one of the most popular type faces in advertising. The American Type Founders Co. face designed by Freeman Crow seems popular with art directors because of its flexibility and flair for fitting any modern motif. ATF has just published a 4-page specimen sheet of Crow Modern, showing how it "mirrors the vitality of our selling age." Actual examples illustrate its use, both in Madison Avenue created advertising and job printers' daily work. You can get the two-color specimen folder by writing them at 200 Elmora Ave., Elizabeth, N. J.



□ **IF YOU'RE SELLING TO DENTISTS**, write to Dental Survey Publications, Inc., Essex Bldg., Minneapolis, Minn. . . and ask them for a free copy of their new booklet titled **Selling the Dental Market**. It contains 44 pages of data on how to reach a \$750,000,000 annual market. Covers information on the dentist and his staff, Dental Laboratory and dental patients. Shows what dentists buy, and how they influence purchases of countless products. The graphically illustrated booklet is a valuable tool for mapping campaigns to dentists.



□ **BEFORE & AFTER X-RAYS** on acetate dramatically demonstrated the curing ability of Pathibmate, Lederle Laboratories' medication for duodenal ulcers. Designed for Lederle by Burdick & Becker, this authentic-looking X-ray mailing



PATHIBAMATE

to doctors was produced by J. C. Dillon Co., Inc., 227 E. 45th St., New York, N. Y. From plates made by Intaglio Service, Dillon produced the promotion by sheet-fed gravure on Celanese Corp. acetate. The gravure's wide tonal range and perfect ink impression on the transparent material made the finished 8½" x 11" piece look and feel like an actual X-ray . . . hard to detect from the real

SHORT CUT

to more effective selling

When salesmen are lost in a maze of unproductive calls, give them a short cut to sales with a planned direct mail program.

Direct mail, applied selectively to active markets, draws out responsive prospects . . . cuts the number of call-backs . . . guides your salesmen to more profitable performance.

For a short cut to successful direct mail, call on the creative experience of the Hickey Murphy Division of James Gray, Inc., direct mail specialists for thirty-nine years.

Learn how this experience can help you by writing for a free copy of the informative booklet, **How To Put Action Into Your Direct Mail**.

THE HICKEY MURPHY DIVISION OF JAMES GRAY, INC.

216 East 45th Street, New York 17, New York • MUrray Hill 2-9000

THE
NEXT
MOVE
IS YOURS



1/4 BILLION

MAIL ORDER
Buyers, Inquirers
and Prospects

Here, at Mail Order List Headquarters, is one of the world's largest diversifications and selections of OUTSIDE LISTS for producing new mail order customers in volume. Many of these lists are overlooked and EXCLUSIVE. They have produced thousands of desirable new mail order customers for original list owners.

Right now, receive ABSOLUTELY WITHOUT COST OR OBLIGATION, Mosely's custom-prepared List Recommendations to help you SELL IN VOLUME. Simply send us in confidence a detailed letter.



Mail Order List Headquarters
Dept. R-60
38 Newbury St., Boston 16, Mass.
Charter Member National Council
of Mailing List Brokers

thing. Physicians couldn't help but study this pharmaceutical mailing . . . promotional realism at its best.



□ **"TYPOGRAPHY '58"** is a beautiful booklet showing type design specimens displayed throughout Canada . . . in the competition organized jointly by Typographic Designers of Canada and the Rolland Paper Company. The booklet shows 18 Award Winners, as well as other entries selected from the best of more than 1200 submitted. In three sections, the booklet illustrates Book Design, Business Printing Design (direct mail) and Magazine Design. You might be able to get a copy of this triple exhibition booklet by writing to Rolland Paper Company in Montreal.



□ **TAB CARD USERS** who send punched reply cards in their mailings should be interested in the new punch card attachment on Phillipsburg Inserting machines. The machine attachment incorporates a knife edge pusher which works on the edge of the cards . . . stuffing them into envelopes regardless of hole positions. Phillipsburg's addition can feed punch cards from one station, while conventional inserts such as letters, folders, etc., are fed by vacuum from other stations. You can get complete details on the inserting attachment by writing to Bell & Howell Phillipsburg, Phillipsburg, N. J.



□ **THE "MICHAEL MIRACLE"** is a new low cost paper cutter, designed for small press sizes (up to 17" x 22"). A product of the Michael Lith Sales Corp., 143 W. 45th St., New York, N. Y. the new cutter features a motor which runs only when the actual cut is being made. President Michael Goldie claims this feature offers a savings of over 75% in electricity. The cutting knife automatically returns after each cut, and can produce 30 strokes per minute. You can get complete information and prices by writing Michael Lith at the above address.



□ **AND A NEW SMALL FOLDING MACHINE** has been introduced by Challenge Machinery Co., Grand Haven, Mich. Called the Challenge "Fold Master," it automatically feeds, folds and delivers sheets up 9" x 14" at 7,200 per hr. A single lever sets the machine to feed any thickness from 12 to 100 lb. stock. Cost of the standard "Fold Master" is \$298, and \$199 for the light duty model (plus tax), F.O.B. from the Challenge Factory. You can get more in-

formation by writing them at the above address.



□ **WHEN GRAPHIC SERVICE** of Dayton, Ohio, recently moved to new headquarters at 846 S. Main St., Mail Advertising Service Assn. International members sent them this "around the world" congratulations letter. It started with



Giles McCollum of Reuben H. Donnelly Corp. The MASA president sent the letter first from St. Louis to Canada, where it was forwarded on an "indirect mail" route around the world. Forwarded by members in Canada, Holland, Belgium, France, New Zealand, Hawaii and Venezuela, the letter took 64 days to travel an estimated 30,972 miles before reaching Graphic Service. Which isn't bad time, when you consider how long it takes domestic delivery these days.



□ **SOME RARE AND UNUSUAL TYPE FACES** are displayed in a new specimen book published by Weltz Ad Service of New York. The 7" x 10 3/4" book contains more than 350 faces. Some of the old and rare faces displayed are so unusual says Weltz, that extensive research failed to uncover their names. If you're looking for old style type, you can get the booklet by writing to Weltz at 320 W. 48th St., New York 36, N. Y.



□ **ASSN. OF NATIONAL ADVERTISERS** will hold its 3rd Annual Co-operative Advertising Workshop at the Hotel Pierre, New York, on January 29th. Sessions will include presentations by co-op agency experts, practical case histories by advertisers themselves, and group discussions. Crawford Paton, marketing director of The Warner Bros. Company is program chairman. (For details on DMAA's first Agency Workshop, see page 20).



□ **ADVERTISING EDUCATION** is getting more attention in New York High Schools. With the help of the Advertising Women of New York, the New York City Board of Education's Business Division recently completed a

How to order a Mailing List!

It sounds simple. You want hardware stores, let's say, and lumber yards; maybe hardware wholesalers, too.

Then comes the surprise. There's duplication between hardware and lumber. And the hardware wholesalers—they've simply been copied from a trade magazine.

You can avoid such surprises if you ask questions.

First, ask the *source of the list*.

If it's Dun & Bradstreet, ask exactly what industry codes are included, in what size cities street addresses are furnished, and if postal zones are shown.

If it's Classified Phone Books, ask if duplications have been removed. If the source is a directory, insist on the name and publication date. Then, start *asking about coverage*.

Classified books are weak in small towns. D & B's coverage is excellent.

A Classified book under the heading of Gift Shops, will include Florists, Greenhouses, Interior Decorators, Book and Stationery Stores, Hardware Stores—anyone who sells gifts. Under some classified headings, wholesalers, retailers and sometime manufacturers appear together. In others, contractors and retailers are together.

If a list is compiled properly from D & B, however, every Gift Shop will be in that business primarily; a list of retailers won't include contractors; and there *won't be any duplications*.

You get a "higher count" usually, on a list compiled from the Classified. But that may simply mean the wine has been watered.

Finally, make sure you're *getting an up-to-date list*.

Find out if your list is being compiled to order from the latest source material—or is simply a copy of something prepared months ago for someone else.

Please bear in mind that up-to-date and "97% postage guarantee" don't mean the same thing. The guarantee merely assures you of getting some postage money back if the number of undeliverables exceed 3%. Two, three, sometimes even 5% undeliverables on lists is normal. A *truly up-to-date list*, however, will include the new businesses and the newly active ones—the most receptive market for every type of product and service—as well as up-to-date addresses.

Remember, you're the buyer. It's your money. You're entitled to the facts about the lists you want to order. And you'll get them if you write or phone today to the NBL associate in your territory.

FOR BETTER MAILING RESULTS USE NATIONAL BUSINESS LISTS ASSOCIATES*

Selections Available by Any or All of the Following:

- Type of business (SIC number)
- Size (financial strength)
- Population (size of town)
- Cities and states
- Counties or distributors' territories
- Branches or Main Headquarters
- Corporations or unincorporated firms

Complete facilities in New York, Chicago or San Francisco. Addressing on:

- Envelopes or Self-Mailers
- 3" x 5" Cards
- Gummed Labels
- Continuous Galley Rolls
- IBM Cards

Full statistical information for MARKET ANALYSIS included.

Addresses include postal zones in 106 cities.

All lists continuously revised, added to and kept up-to-date.

*Over 2,000,000 Firms and Institutions on IBM Cards.

NATIONAL BUSINESS LISTS ASSOCIATES

For full information write or phone:

W. E. WATSON CORP.
23 Hanse Avenue
Freeport, New York
FReeport 9-8312

NATIONAL BUSINESS LISTS
549 W. Fulton Street
Chicago 6, Illinois
FRanklin 2-0653

THE ELECTRONIC MAILING HOUSE
A Div. of: Blum's Direct Advertising Agency, Inc.
809 Mission Street
San Francisco 3, California
GARfield 1-1066

series of workshop sessions... to plan new advertising courses in the city's high schools. Thirty-one business education teachers in the New York school system attended the workshops, covering business practices in all phases of advertising and sales promotion. The workshop sessions were conducted by AWNY's Secondary Schools Committee, chaired by Stella Willins of Royal McBee Corp. The new education program should help change the wrong attitudes some teenagers seem to have about advertising... as well as spell out many opportunities the field offers young people.



□ **THE HOME GARDEN MARKET** is profiled in an interesting statistical booklet published by *Organic Gardening & Farming* magazine, Emmaus, Pa. Printed in five colors, the 1959 advertisers guide for companies selling to home gardeners tells what interests this audience, how it can be reached, etc. You can get a copy of the illustrated 16 page market profile by writing to OG&F in Emmaus, Pa.



□ **A REFERENCE HANDBOOK OF SALES PROMOTION** is being planned for April publication by the Sales Promotion Executives Assn. of New York. Reported to be the first of its kind in the field, the handbook will contain alphabetical listing of art services, printers, binders, premium sellers, exhibit planners, lettershops, agencies and many other sales promotion suppliers. Stella Lester of Grey Advertising, New York, is chairman of the project. The book will be given to everyone attending SPEA's 2nd Annual Conference at the Hotel

Roosevelt, April 1 through 3. Additional distribution will be made to other sales promotion executives. You can get more information from SPEA Headquarters at 385 5th Ave., New York, N. Y.



□ **AGENCY LITHOGRAPHY** get our vote for best stunt of the month with



their jig saw puzzle of what promises to be a reprint of a magazine ad. Wonderful idea for merchandising newspaper and magazine ads.



□ **ADVERTISING TRADE INSTITUTE'S** two annual exhibitions—Advertising Essentials Show & Sales Aids Show—will be combined this year. The double exhibition will run for three days, from March 30 through April 1st, at New York's Hotel Biltmore. It will have more than 100 exhibits featuring products and services in the advertising and

sales promotion fields. ATI president Thomas Noble predicts attendance will be over 10,000. You can get tickets to the Advertising Essentials & Sales Aids Show by writing to ATI at 135 E. 39th St., New York, N. Y.



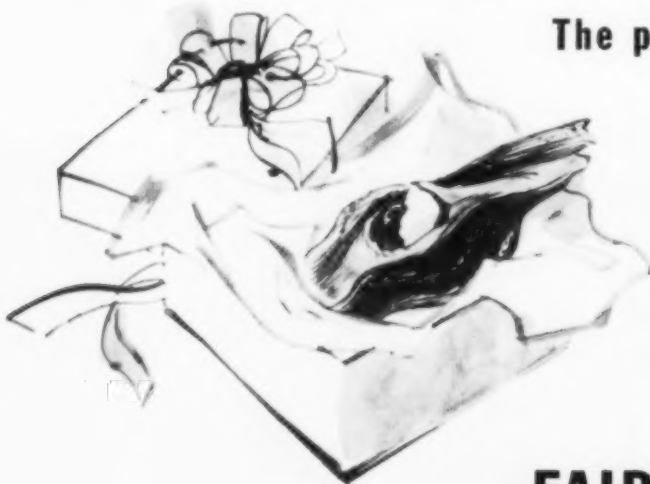
□ **INDUSTRIAL DIRECT MAIL TECHNIQUES** are reviewed in the second edition of McGraw Hill Publishing Company's popular booklet, *Effective & Profitable Industrial Direct Mail*. The new 16-page, two-color publication describes many methods for successful industrial direct mail handling. Subjects covered include lists, campaign objectives, mailing formats, operations, costs and postal data. You can get a free copy by writing to the McGraw Hill Direct Mail Div., 330 W. 42nd St., New York 36, N. Y.



□ **IT WAS BOUND TO HAPPEN:** Hooola hoops have become a hot mail order premium. World Wide Gifts of Greenvale, N. Y. mails the hoops simply by attaching an address tag and depositing at the P.O. Whether or not postmen are hooping it up on their routes, the plastic craze items are being delivered Okay. "Neither snow nor rain nor hail nor gloom of night," puns W.W.G. president William S. Roach, "stays these couriers from swift completion of their appointed rounds."



□ **A COMPREHENSIVE REPORT** of the DMAA St. Louis Convention is contained in *The New Era*, published by New Era Lithographing Co., Inc. of New York. Created for New Era by Lawrence G. Chait & Company, it's an



The price of deadwood has just gone up

Due to the recent postal rate increase, deadwood on a mailing list now costs more than ever. These days especially, it just doesn't pay to use hit-or-miss-mailing lists. Now the Fairchild list isn't going to eliminate the postal increase—but it can help take some of the sting out of it. First, because it is a premium list, guaranteed 95% accurate with most companies on the list financially rated. And, secondly, because our staff has checked and re-checked to eliminate the deadwood, the unproductive and undeliverable names beforehand. It leaves you 100,000 plus solid prospects, all executives of good retail and manufacturing companies.

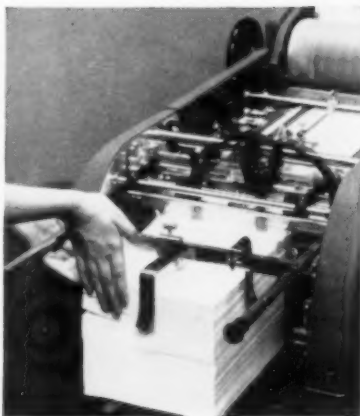
FAIRCHILD Mailing List Division

A division of Fairchild Publications

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FOR OFFICE USE—New line includes 181 different items in 19 grades, available in weights, finishes, colors you need.

ANNOUNCING NEW HAMMERMILL GRAPHICOPY® PAPERS FOR EVERYBODY WHO USES $8\frac{1}{2} \times 11$ PAPER

Hammermill Graphicopy Papers—the new idea that makes it easy to buy, store and use the right paper for every job—are now available from your Hammermill supplier.

Each of the 181 items in the Hammermill Graphicopy line is individually numbered to make ordering easier. All you do is consult the handy "Paper Selection Guide", choose the paper you want, then pick up the phone and order by number.

Be sure you get well-known Hammermill quality plus the convenience of ordering *all* your $8\frac{1}{2} \times 11$ and $8\frac{1}{2} \times 14$ papers from one source. Ask your Hammermill supplier for the "Paper Selection Guide" wall chart, or write: Hammermill Paper Company, 1621 East Lake Road, Erie 6, Pa.

HAMMERMILL GRAPHICOPY PAPERS INCLUDE:

Hammermill Bond • Cockletone Bond • Management Bond • Whippet Bond • Hammermill Mimeo-Bond • Whippet Mimeograph • Hammermill Duplicator • Whippet Duplicator • Hammermill Double Purpose Master Paper • Hammermill Offset Wove • Hammermill Offset Vellum • Hammermill Offset Super-Smooth • Glossette Coated Offset • Deeplake Offset • Hammermill Opaque • Hammermill Cover • Hammermill Index • Hammermill Translucent • Hammermill Braille

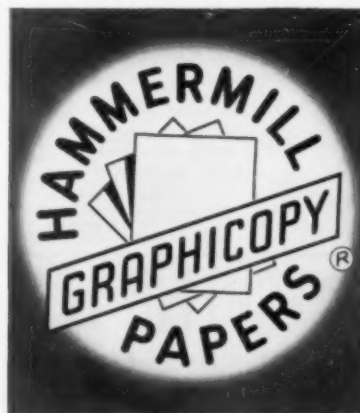
HANDY PAPER SELECTION GUIDE—Makes it easy to order the right paper. Ask your Hammermill supplier for your copy of this time saver.



E-Z CARRY PAK®—Makes it a snap to remove Graphicopy Papers from the new Hammermill E-Z Paper Pak Carton®, the easy-to-open carton. * Patent Pending

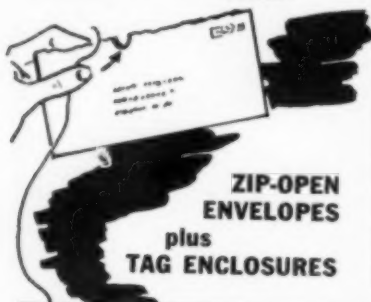


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double

DUTY mail



Pull-string opening ACTION is the distinctive, irresistible feature of ZIP-OPENERS.

Now . . . add tag enclosures to the pull-string. Zip — out pops your message!

Put this bonus in all your mail. To accent letters or for special messages, ZIP-TAGS get attention.

Write for samples and brochure. Zip-Openers are a Connelly exclusive, available nationally.

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Mail Advertising Services & Specialties since 1931

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Letter raised \$100,000 for New Church
Feb. ('54) REPORTER told how a Bott letter made new church possible for congregation of 105 families. Interested in sales letters? For reprint, write on l.h.

"That Yellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

Direct Mail and Mail Order

COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans or problems

All details handled by mail

ORVILLE E. REED

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

EXECUTIVE LIST

Write for Information—Ask for List No. 2

ROSKAM POST OFFICE BOX 855
KANSAS CITY 41, MO.

illustrated Souvenir Issue summarizing highlights of DMAA convention action on Sept. 10 through 12, 1958. Printed in two colors, the kingsize, four-page report contains a roundup of pictures . . . including a full page of candid shots. Important speeches and awards are digested in short, easy-reading items. A page one wrap-up was headlined: "DMAA Convention Prepares Industry For Public Relations Approach." You can get a copy of the Souvenir Issue by writing to New Era at 495 Broadway, New York 12, N. Y.

□ **BARTON PRESS**, 138 Washington St., Newark, N. J. is conducting an interesting series of monthly Printing & Advertising Clinics at their plant. Their announcement mailing for the lecture-buffet supper meetings was a knockout. A die-cut portfolio, beautifully printed in four colors on Kromekote, contained separate inserts describing upcoming lectures. Each clinic is being conducted by a different expert in creative advertising design and production procedure. Subject for the Jan. 27th Clinic: "Producing The Ingenious, The Impossible, In Printed Promotion." Shep Kurnit, president of KGA, Inc. will be the featured speaker, discussing off-beat promotions. Barton's other Printing & Advertising Clinics will continue through May 26th.

□ **A NEW LIST OWNERSHIP-MAINTENANCE PLAN** for advertisers is described in a folder from W. E. Watson Corp. Mailers using the five-service list plan simply specify markets they want to reach . . . and Watson Corp. (1) compiles lists for these markets, (2) puts them on IBM cards, (3) adds new business names, (4) keeps addresses up to date and (5) addresses mailings as needed. The folder also details methods of list selection, adding of new names, maintenance, postal zoning, etc. . . . and how the ownership-maintenance plan can cut list costs. You can get a copy of the descriptive folder by writing to president Bill Watson at 23 Hanse Ave., Freeport, New York.

□ **MARKETING REFERENCE BUREAU INDEX** is a new monthly publication recently introduced to 10,000 advertising and sales promotion executives in a selective mailing. With a subscription price of \$27.50, the MRB Index is a monthly service devoted to subject references in 30 advertising, marketing and communications journals. Index includes article briefs, source of material, etc. MRB President Donald P. Zavon says the initial controlled circula-

tion mailing of the first issue produced quite a few charter subscriptions. MRB's address is 1616 Pacific Ave., San Francisco 9, Calif.

□ **LOOKING FOR UNUSUAL PAPER IDEAS?** Suggest you drop into Mead Paper Co.'s "Papers of World" exhibit which opens on Jan. 12th in their Library of Ideas at 230 Park Ave., New York. All colored and specialty finished



papers (gathered from various mills around the country) will be displayed . . . in both stock and printed-sample form. One of the highlights of the paper show will be a color wheel made from an infinite number of paper shades. The paper exhibit will be open daily from 9:00 a.m. to 5:00 p.m. through Feb. 12th.

□ **DIRECT MAIL CREATION & PRODUCTION ASSOCIATES** is the name of a new mailing company network organized by Curtin & Pease, Inc., Toledo. A comprehensive introduction booklet published by DMCP explains how the organization will "specialize in preparing and producing direct mail to solve specific sales problems . . . in marketing areas from New York to San Francisco." Die-cut pages of the booklet outline DMCP services step-by-step. You can get a copy of the colorful and descriptive prospectus by writing to DMCP headquarters at 1814-16 Jefferson Ave., Toledo 2, Ohio.

□ **A HANDSOME & HELPFUL BOOKLET** should be read by all house organ editors (and all others looking for pictorial ideas). Published by Better Impressions, Inc., New York, *How To Get Free Photos* tells just that. It's an illustrated 12-page source guide, describing scores of organizations, public and private, who provide thousands of free photos for editorial (and sometimes advertising) use. "No matter what your subject is," says Harry Tankoos, Jr., author of the booklet and B.I. president, "you can almost always find some organization having a professional photo

to fit your needs." You can get a copy of this booklet by writing to Better Impressions at 155 6th Avenue, New York 13, N. Y.



□ **SPEAKING OF PHOTOS**, a new brochure from Sickles Photo-Reporting Service shows how advertisers and agencies use photo case histories to create testimonial-type campaigns. Using brief case histories itself, the brochure illustrates how firms such as B. F. Goodrich, DuPont, Pittsburgh Plate Glass, etc. produce space, direct mail and publicity campaigns with Sickles network of photo reporters. Free copies of the brochure are available from Sickles at 193 Maplewood Ave., Maplewood, N. J.



□ **JUST FOR LAUGHS**, Precision Equipment Co. of Chicago has published a colorful, pocket-sized **Laugh Book**. It's filled with cartoons, gags and sundry humor . . . including many of Precision's own "Heard in the Locker Room" jokes. The book is a good swipe source for speech makers, and just-plain-fun reading for anyone. You can get a free copy by writing to Mildred Kay of Precision's Advertising Dept., 4401 N. Ravenswood Ave., Chicago 40, Ill.



□ **McCALL AD MERCHANDISING** during the holidays included the real thing for one advertiser. McCall mailed 500 executives in grocery chains a generous $\frac{3}{4}$ lb. chunk of fruit cake. The cake was made according to a recipe appearing in Karo Syrup's ad in the November issues of **Redbook** and **McCall's** magazines. Packed in a gay holiday box with the cake was a reprint of the actual ad. McCall scored similar merchandising success last year by mailing fudge made from a Karo ad recipe. Karo's agency is Lennen & Newell, New York.



□ **EAST GERMAN COMMUNISTS** have been using direct mail for intimidation of West Berlin anti-Communists. A December 11th Reuters-United Press International dispatch reported Communists were sending anonymous letters to people who have had contact with East German state security service at any time. Letters told them: "Changes are coming about in West Berlin. . . . Why do you not cooperate with us if you want to. . . . Please contact . . . (East Berlin P. O. box number)." A dangerous use for a powerful medium.

Enormously Important- WEIGHT CONTROL



As important in papers as in pachyderms is uniform weight.

For expert printing results it takes an utterly uniform sheet to eliminate light and heavy impressions on the same run. Fraser laboratory technicians and mill operators constantly safeguard weight control, by governing the inflow of slush pulp onto the wire, by checking with an electric eye scanner, and, with the Betameter using radioactive material, by measuring for uniform weight across the web of paper on the machine. Specify Snowland Bond or Fra-opaque. Sold by leading merchants.

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Sales Offices: New York and Chicago

On November 25th, many ad agency executives contributed opinions, ideas and case histories to a significant first meeting of its kind held in New York. Here's a digest of outstanding highlights from the popular program . . . a roundup of the Direct Mail Advertising Association's first and successful . . .

ADVERTISING AGENCY DIRECT MAIL WORKSHOP



INTRODUCTION

by **Colin Campbell**, Exec. Vice-Pres.
Campbell-Ewald Co., Detroit, Mich.
Chairman, Board of Governors

When we were first discussing the possibility of holding a DMAA Advertising Agency Workshop here in New York, it seemed so right, we wondered why we hadn't done it before. Here today are people with the same objectives and engaged in the same kind of business. And certainly with direct mail a very important part of that business, it just seems to make plain sense for us to meet and discuss the subject of direct mail . . . and to exchange ideas and viewpoints.

Speaking for the Association, I would like to say that one of its main purposes and aims is to help more business firms use direct mail more

effectively. In so doing, the Direct Mail Advertising Association subscribes to some very obvious common sense, general standards about direct mail and its content.

I'm sure we all agree that too many potential users of direct mail overlook the medium's many strong points. It is necessary for everyone engaged in advertising, planning and selling, to keep these points constantly in mind when we are developing advertising programs. And these are the very points explained so well by experienced advertising men here today . . . who make up the program of DMAA's First Advertising Agency Workshop. ●

Reporter's Note: During the past few years, DMAA has built quite a following for their series of direct mail workshops . . . On December 3rd, more than 130 medical mailers attended DMAA's Second Annual Pharmaceutical Workshop, a provocative program chairmanned by William D. Pratt of Abbott Laboratories. And the week before, on November 25th, DMAA scored a significant first at the Hotel Plaza . . . by presenting the first Advertising Agency Direct Mail Workshop. The program featured agency experts and clients alike, among them such pros as Edward N. Mayer, Jr. of McCann-Erickson; Howard Turner of D'Arcy Advertising; Fred Messner of G. M. Bassford; Arthur "Red" Dembner of Newsweek magazine; Raymond Hagel of Smith, Hagel & Knudsen; Bob Delay of Waldie & Briggs; Charles Garvin, J. Walter Thompson; Paul John, Campbell-Ewald . . . as well as the two men whose digested talks are presented here. While space limitations prohibit us from presenting the complete program, DMAA is preparing a verbatim transcript of the entire Workshop program, which they will make available soon at nominal cost. We suggest you write to them at 3 East 57th Street, New York, N. Y., and get it . . . A round of applause should go to DMAA president Arthur E. Burdge . . . who did a wonderful job putting the program together. In his welcoming remarks on Nov. 25th, he set the theme nicely by quoting from the book, *The Technique For Producing Ideas*: "A good advertising man is one who has a constant preoccupation with all the possibilities of new combinations."

WHAT THE CLIENT EXPECTS FROM HIS AGENCY IN DIRECT MAIL



by **Frank McGinnis**,
*Advertising Mgr. Ford Truck
Div., Ford Motor Co., Detroit, Mich.*

ABOUT FIVE YEARS AGO I made a speech at the Direct Mail Advertising Association's national convention. The title of my talk was "The Ford Direct Mail Story." Likening Ford's direct mail story to the Cinderella story, I said then:

" . . . Ford Division direct mail has been lifted up out of the scullery of neglect and placed on permanent display in the ballroom with the other bright and shining media like magazines and newspapers and out-door and radio and, or yes, that fascinating new thing called television. And I might say that now that we have placed direct mail up among the other dimpled darlings and turned the spotlight on her, we are finding out some very interesting things about her. We are finding out that a lot of us have some very wrong ideas about her. We are also finding out that there is a great deal that we do not know about her. We found out that direct mail was the really neglected child in our advertising household.

Well, what happened to direct mail

in Ford in these five years? Let's take a look at our truck advertising budget for illustration:

- In 1954 direct mail was 1% of our advertising budget.
- In 1955 it was 2.8%.
- In 1956 it was 8.9%.
- In 1957 it was 14%.
- In 1958 it is 17.5%.
- In 1959 it is planned to be 20.6%.

As these years went on, and as we applied our superscientific research measuring sticks to this medium, we found that direct mail not only created the right product image like other advertising, but in addition showed some very interesting and tangible and traceable sales results. These sales results improved in direct proportion to the improvement in our knowledge and experience . . . and our employments of the many fascinating flexibilities that lie in direct mail. And one of the most important things we've learned is that:

**"Direct Mail Is More Successful
When It Involves The Fullest
Measure Of Personal
Involvement"**

What is personal involvement? It's a rather intangible and hard-to-define thing. It's more the feeling you get when you read the message than anything else. It's a feeling that this message is not only directed to you, but that it *involves you* . . . because it says things that seem to apply to you personally. This exclusive or elusive quality is one of the priceless ingredients in direct mail.

How do you get personal involvement into your direct mail? Well, it's a product of the complete direct mail function. You get it first from a knowledge of the kind of people who are on the list that you are using. Then from a knowledge of the product that you are selling, and how this product can fill some of their personal needs. Then from a facility for expressing this knowledge in words and pictures into a warm, friendly and sincerely helpful manner. To you who would be practitioners of the direct mail arts, I say seek you, and work you, and select you to achieve *personal involvement* in your messages.

Agencies At The Crossroad

What does the client expect from his agency in direct mail? I think the answer to this question lies in two areas: First, *the future place of agency service in American business*. Second, *the particular ground rules*

under which your particular client wants to play the game.

I think the advertising agency's position in American business, and the relationship of its service to the marketing function, is at a crossroad or turning point in our industrial economy. As the rising costs on the one hand and consumer price resistance on the other puts the squeeze on profits, this squeeze in turn puts the heat on the sales and marketing managements of the nation. As a consequence, advertising and advertising agency service is bound to be affected. In the future, I think more and more advertisers will back out of the big-numbers media business and become more selective in their buying of advertising audiences.

We are now listening closer to our gimlet eyed comptrollers who are saying, "Just what do we get for all this money and prove it to me." As competition intensifies and our increased industrial capacity binds itself with a sizeable chunk of its beautifully automated plant unemployed, the drive will be on for advertising with a proven sales results label tied to it.

Therein lies the challenge and the opportunity for agency service . . . and for direct mail.

It Takes Old Fashioned Work

Advertising agency service is at a crossroad of a change because in the future more and more demands for specialized service will be made of agencies. These demands will bring with them an inevitable change in the traditional method of agency compensation. As you well know, there is considerable commotion in the industry in this subject right now. Agencies are going to be faced with many policy decisions. Will they go full tilt for the complete marketing concept and offer counseling service in product development, package designing, sales promotion, distribution, etc.?

In the midst of all this change, advertising agents would be well advised to take a good square look at a rather healthy advertising orphan lying on their doorstep by the name of "Little Old Direct Mail" . . . to see if they don't want to bring her into the advertising media dining room; make a lady of her; and, of course, make a handsome profit out of her, too.

It will require work, good old-fashioned work to do the direct mail job properly. Effective direct mail is not simply folding up an advertisement and stuffing it into an envelope, and mailing it out to some list of names

dug out of the client's, stockholder's or past-due accounts file.

What does a client expect of his agency in direct mail? Well, let's start with two important assumptions before we answer this question. First, let us assume that the agency in question accepts direct mail not only as a full-fledged advertising medium, but also as an important tool with important possibilities in the marketing of its client's goods. Second, let us assume that the client too accepts these qualifications of direct mail and in addition is willing to pay an adequate fee or agency commission for direct mail service. Now, what does the client expect of his agency in direct mail? Here's my list:

1. The client should expect his direct mail program to receive its proper share of attention from the top people in his agency. I mean top people, the absolute top.

2. The client should expect his agency to analyze his business and become so completely acquainted with its marketing method that he can come up with a continuous flow of direct mail ideas and point out opportunities where direct mail can be intelligently, effectively and efficiently used.

3. The client should expect his agency to apply to his direct mail the same probing, questioning, fact-finding research that he applies to other media in the advertising arsenal.

4. The client should expect his agency to give him the same professional execution of all phases of his direct mail as he gets from the specialist in other advertising media, with due regard to the many and complicated facets of the direct mail job. Here I would advise the agency newly entering the direct mail field to hire itself some direct mail brains with experience in list procurement, production methods and the all important factor which I have called "personal involvement" etc. If your agency cannot afford full-time top talent in this area, it should get itself a high-grade specialist or consultant on a part-time basis.

5. The client should expect his agency to have its direct mail program measured in terms of the sales it makes, and based upon these findings come up with new programs which have promise of creating more and more sales at less and ever less costs.

If you as agency men can accomplish these things in direct mail, while all about you in direct mail there is confusion, misunderstanding and neglect, I am convinced you will be happy

advertising men. And this emotional state will be a considerable part of your compensation for an advertising job well done. ●

THE CREATIVE FUNCTION IN AGENCY DIRECT MAIL



by Ferd Ziegler,
Vice-Pres. McCann-Erickson Co.,
New York, N.Y.

THE FIRST THING an agency must face in considering the creative function in direct mail is . . . scorn. Your present creative people have observed the cold shoulder, the curled lip, the elevated nose, with which management has traditionally looked at direct mail.

The writers and the artists who prepare your television commercials, who create magazine and newspaper advertisements are—let's face it—job snobs. They feel that direct mail is beneath them, not worthy of their attention; and so they want no part of it.

Your first problem is untraining. Then it is retraining. Make your first class copy and art people appreciate that direct mail is a first class medium, and you will get first class work and first class results. But first, you must believe in it yourself. Next, you have got to do some deep analysis of the characteristics of direct mail as a medium of communication.

New Dimensions For The Creative Mind

You've gone through this kind of thing before with television. You had to learn how to work and how to make the most of it. And many of you are still experimenting with the crea-

tive function in television. In some agencies print writers and TV writers are strictly complementaries; one-half doesn't know how the other half lives. In other places there is a degree of cross fertilization and in still other agencies the same writer creates both.

Which is the best way? Are the TV writer and the art director a special breed? After all, they work in many dimensions not available to print people. They must know not only how to handle words and pictures; they must be skilled in all the devices of the playwright, the dramatist, the pitch man . . . to say nothing of the musician and the choreographer, the set designer the prop man, the animator, the sound effects expert, the special effects man the camera men and the director.

This is different from what you need to know to be able to do print ads . . . and it's the difference that makes a big difference. There's just as big a difference again in the problem of creating advertising to be delivered by the mailman. Here are new and different dimensions for the creative mind, dimensions not available either to the print people or the TV people.

The very first precept is to overcome the concept that direct mail is a "printed piece" . . . that it is a letter or a folder or a brochure or any combination of these. Direct mail is, at the very least, a medium of three dimensions . . . including samples of the products themselves.

Direct mail allows the advertiser to use texture. Few other media enable you to get a prospect to feel the message. Another dimension is motion . . . wire strings or paper die cuts can make the message actually move; devices and things can pop up and out. Sound is still another. Now we have paper phonograph records and even self-playing recordings that can be sent via the mail. We have also used fragrance in our mailings. Then there is also light. Modern miniature batteries or bulbs have made possible very striking effects with light in direct mail. All this, not to mention the great number of ways to present the color in direct mail . . . usual materials such as plastics, fabrics and an almost infinite variety of papers.

The Challenge Of Showmanship . . . And Salesmanship

Direct mail advertising also stands on its own two feet. It rides no coat-tails. It does not reach the consumer as a sort of byproduct resulting from some one else's efforts. This causes a

real challenge to the creators of direct mail. And this is why we need first class talent.

Can you imagine a consumer tuning in her television set just to see the commercials? Would she buy a magazine just for the advertising? Your media buyers recommend an individual medium on the basis of its sufficiency in delivering an audience because of its editorial skill and facility. You then hope to snag some of the attention of some of this audience by means of the best techniques you can muster for your selling messages. But you would not have had the audience in the first place without the editorial values established by the medium.

So provide your direct mail reader with an incentive, to pay him for what you want of him. Never ask something for nothing of your audience because you will get none. If the direct mail piece is to produce results: it must first be opened . . . it must be read . . . it must ask for some sort of action.

How do you start such a chain of events? The answer seems to be *showmanship*. Showmanship can provide direct mail with editorial values and the means of payment for the readers' time.

Once showmanship obtains readership, you go to the next stage. Along with showmanship you must have *salesmanship*.

Here direct mail offers the advertiser two really big differences from all other media. First, is the unique selectivity of direct mail. It's ability to pinpoint an audience. The other difference is that there are no important limitations on space or time. You can tell all. You can go into all sorts of details and illustration and comparison.

These two differences make the creative task something special. The writer must really know the prime prospect, and he must also know just how much he can say before interest flags. He must know ways and means of maintaining interest throughout the presentation of a really completed sale. There must be no first-this, then-that, relationship between showmanship and salesmanship. This is strictly a team operation. Showmanship is part of salesmanship.

Consider the great advantage of having a star of a television show present the commercials. There is no gap between showmanship and salesmanship. This kind of integration is a lot easier to accomplish in direct mail than in television. You know

Continued on Page 38

In St. Louis last September . . .

at the DMAA convention several people asked if I had ever seen the offbeat newsletters written and mailed by Bob Brownell (corner Main & Third, Montezuma, Iowa). I had not . . . but after convention Bob Cramer of Ozark Fisheries sent me some samples. Marvelous, homespun, unconventional, conversational copy. I learned that Bob Brownell is a member of the DMAA . . . so wrote and asked if he would give me all the dope for a story . . . how he got started in his unusual business of supplying gunsmiths and sporting goods stores with guns, parts and repair materials all by mail.

The best way to tell his story is to reprint without alterations the letter received from Bob Brownell. I can't write or correct his copy. And you'll enjoy his style. Wish we had room to reproduce some of his newsletters. They are long, rambling, filled with humor and information. In a separate panel we are reproducing portion of one newsletter to show you how Bob tries to help his customers get more business by using the mail. He has learned a lot from reading and studying the work of others without conforming to any set pattern.

I asked Bob to tell me about some of his outside activities . . . and here is his list: "Endowment Member, National Rifle Association; Life Member, National Muzzle Loading Rifle Association; Life Member, American Gunsmith's Guild; Board of Directors, American Gun Dealers Association; College, Sigma Delta Chi; Za-Ga-Zig Shrine; Mayor of Montezuma 2 terms; Chairman our county Civil Defense for five years; Columns, 'Let's Talk Guns' for Sporting Goods Dealer, 10 years; Column, 'Shop Talk' for Shooting Goods Retailer, currently Marketing editor, 'Guns' magazine; Color Covers outdoor magazines; Articles in various outdoor and shooting magazines; Currently finishing up 'Encyclopedia of Modern Firearms, parts and assembly' to be published in the spring . . . and Lord knows wha-tall . . ."

Here is proof again that a mail order success can be built by a lone individual provided he has a knowledge of his product or service, merchandising know-how, ability to sell and write, a love of people, willingness to work unending hours. Those who offer fabulous franchise deals can't deliver that sort of formula for success.

Another Exclusive Case History of

A MAIL ORDER SUCCESS

Reported by Henry Hoke, Sr.



"Dear Henry:

Pardon the familiarity in the salutation—but, having been bred and borned in the corn country, I subscribe 100% to our philosophy here-bouts that no one should ever call a man 'Mister' unless you owe him more than \$10,000 nor a woman 'Missus' unless she is way over 60 and you want her to know you know she IS way OVER 60—

"My good pappy always used to tell me that sugar attracted more flies than vinegar. Therefore, your letter of comment regarding the Newsletter definitely puts me in the fly class and you, Good Sir, in the sugar group. THANKS.

"The business I am in is a very limited one in a highly technical field. The people we sell are a breed unto themselves, admitted by one and all to be slightly daft or they wouldn't be in it. I have never known a gunsmith (our customers) to die rich let alone

'well off.' The ones who stay in the profession are dedicated men. Men who are extremely proud, independent as a hog on ice, most of them artists in their individual departments. Above everything else they prize their right to do as they please, when they please and how they please—dominated by no one.

Many Gunsmiths Have Other Jobs

"The gunsmithing profession is probably one of the least appreciated and poorest paying of any 'artistic' profession. Because of this, many of them have other jobs. These run the gamut from vice-president of a steel company and head of one of our large car manufacturer's research department down thru bankers, lawyers, doctors—all the way to the lowest paid of

retail clerks. The balance are full time gunsmiths.

"(Most of those holding other jobs are living for the day they can quit or retire and 'work on guns.' The head of the research department for the car manufacturer is quitting next year, buying a farm close to my town and opening a gun shop!)

"To work with this clientele, the old saw of 'it takes a thief to catch a thief' could not be truer. If you don't know the language (and it is as foreign as cuneiform) the problems, and the work itself, you are as lost as you would be were you to wake up one morning and find yourself skittering across ancient Europe with a band of Celts or at one of their Druid prayer meetings at Stonehenge. And about as welcome! You cannot bluff them nor pull a whizzer on them and get by. It is second nature for them to check everything you say about a product down to the last preposition and if you have made

a single mistake, their use of the English language in advising you of the errors of your ways is something to behold. Ergo: you must be sure you are right—and I mean dammed sure.

"Getting into this business follows that old pattern of everyone else getting into a new business. I fell into it. I had the usual financial troubles and problems everyone else has had who had no money and was starting something new. A thumb-nail sketch of my not-so-unusual case:

"I majored in journalism at the State University of Iowa (Rose Bowl-yeow!!) back in the early '30's under the famous Frank Luther Mott who taught me more than he'll ever know. I was one of his more recalcitrant students, I am sure, and his famous words of 'If Mr. Brownell will just wake up now, I will dismiss class' still make my ears red.

Hobby Turns Profession

"Newspaper jobs in '33-'34-'35 were not particularly booming, to put it mildly. My wife and I did one thing and another until in 1941 I ended up in bed for a couple of years. Getting beans for the pot posed a problem and it was only natural (so it seemed to me) to try selling something by mail. Seeing as how I had piddled with guns all my life—traded for my first one when I was nine—I turned completely to that field. I had run an ad in *The American Rifleman* in 1939 on some gun stuff—and have had one there ever since. Oddly enough, I have never drawn a salary in my life—except for the \$5 a month the college newspaper paid.

"During the war years I did the repair work here in the mid-west for a couple of eastern pistol manufacturers and sold gunsmith supplies via mail order on the side. Have done no gunsmithing since 1950 but devote full time to the supply business—all of it 100% mail order; no salesmen.

"Our supplies come from odd places. I spend a lot of time scouring Thomas' Register for tools and the like which could be applied to the gun field. Other supplies come from individual manufacturing gunsmiths, working in their basements or garages; many more come from Switzerland, Germany, England, France and Belgium.

"Our active mailing list is not large. We get it as a result of our ad in *The American Rifleman* (and recently *Shooting Goods Retailer*). Have used the same ad in *The Rifleman*, ex-

A Sample of Brownell's Advice on Direct Mail

Have talked to several of the boys and a good percent of them say they are swamped, too. . . . Come to think of it, that figures for if they were not busy, we wouldn't be, either! As you who have read this Newsletter a long time know, I have stoutly maintained that when things get tougher in the regular fields of business, our business—by that, I mean you gunsmiths' business—will improve for people will always repair sporting equipment when they cannot afford to replace. The last couple of months have sort of proven that to be true. You hear on the radio and TV and read in the papers that business is down most places. By the same token, repair men in most fields report that their business is up.

Our calendar says that the six months "period" has rolled around again—which means that just before we mail out the next Newsletter we will go over our list and all and sundry who have been getting this here epistle for six months and have not made any purchases from us during that period—well, if you are one of such, this copy is IT. Of course, an order from you between now and then will save the day and you'll be back on for six months. Should you not be reading this, you'll never know just how unfortunate you are. . . .

Last summer, Charles Davis, 525 E. Gray St., West Chester, Penna., sent us a copy of a letter he mailed out to the sportsmen in his trade area. It was a very nice bit of advertising and couldn't help but do him a lot or real DMA good. Would like to quote parts of it for many of you could well do the same for yourselves this coming year:

It starts out "Dear Sportsman" and goes as follows: "You wanted and you have admirably supported a gun shop in West Chester. Thanks to your patronage and ever increasing business, I am moving to a bigger and better location at the Food Fair shopping center on East Gay Street.

"You will have free, unlimited parking. Repair work will be speeded and more of the items you like to see and examine will be on display As usual, the line will be 100% guns and related items such as reloading supplies, tools, gun racks, cabinets, gun books and magazines

cept for catalog picture changes, for the last three years. It draws from five to six hundred catalog requests a month—am not about to change the copy. Gunsmiths and Dealers get copies free if ordered on their letterhead; all others, 50¢. From this number, a very small percent develop into active customers.

Shoot At Known Market

"Another thing my pappy taught me was, if you are going to shoot a coon go where the coon are. To this I have added a bit of personal philosophy: Why shoot a 12 gauge scatter blast to kill a sparrow when a .22 rifle would be cheaper and more deadly. In other words, concentrate all your efforts on a known market and give 'em all you have.

"So, I use the words 'active mailing list' advisedly. When a fellow makes

a purchase from us as a result of getting our catalog, we put him on the mailing list and keep him there for only six months. If he does not buy again I feel we are casting our pearls to the wind and drop him. It is cheaper to put him on again a few months later if he re-orders than to keep sending him our pitch and draw a blank. If they don't buy after getting a catalog and six issues of the newsletter our pitch just haint fer them so why waste time and energy on a dead duck? Too many live ducks need feeding to worry about corpses.

"As an aside: we used to run an ad in *The American Rifleman* that had terrific readership and brought in hundreds of letters a month—all of them commenting on our 'clever' ad. Mixed in this mess would be 50 or 100 requests for catalogs. The last month we ran it I got four letters all starting out: 'I have been reading your ad for years and simply admire them—but what in hell do you sell?'

and police supplies Service and workmanship will be the highest and best we can make it"

Charles then goes ahead and introduces his help, their abilities and such and ends up: "We are anxious to help and talk with the boy or girl who is buying their single shot .22 and of course we will be glad to hear of the experiences of those old timers who have hunted in Canada and Africa or perhaps outshot the Nation's finest on the rifle and pistol ranges at Camp Perry If you have gun problems, come out and see us. Come out anyway and inspect the new shop. Hope you like it and we sure will appreciate your continued patronage" end of quote.

There are certain cardinal rules one must always follow in direct mail promotion—and I believe the above sticks to every one of them. First of all the rules are Sincerity and an Absolute Belief in what you are saying or selling. It has been my own experience that if you don't honestly believe it yourself you cannot make others believe it, no matter how you dress up your words—nor how many you write. That old sincerity always seems to shine thru and rub off on your readers. You might be wrong, but if YOU believe it, others will.

My father has said many times: "Son, if you want to hunt rabbits, go where there are rabbits. And, if you want to shoot a sparrow don't be using a 12-gauge shotgun when a .22BB will do the job." These two bits of homespun philosophy are certainly true when promoting your own business in your own locality. The big ad in the large circulation local newspaper is the shotgun blast to knock-off a sparrow. The direct mail approach to a select group of known potential gun shooting customers is doing your hunting where the rabbits are.

Now, I do not know how the sale of hunting licenses is handled in all states, but I do know that in many of them whole blocks of licenses are issued in book form to various outlets throughout the country. When these books are filled the copies and monies are either turned over to the state game commission or the local county treasurer. After that happens, it is too late. But, if a guy were a bit better acquainted with the license sellers, it is quite possible one would be permitted to copy the names down, street addresses and all, just before the books were turned in. Man, then names are 10-carat diamonds and worth all the work there is to get. They are more than the "rabbits" you are shooting at—they are the Big Game. A couple of sincere, honestly written notes to them twice a year will do more good than all the blasting there is.

"The month before that—doubly odd—I got the pitch from the Direct Mail Advertising Association and had just finished reading your little book on the major sins of direct mail advertising. Wow! A real quick review of my past approach to direct mail selling left no doubt: I was breaking every dingboned rule in the book.

Follows the Rules

"The very next month I had a patented product I wanted to introduce to our trade. I sat down with all that crap you-all send new members and followed the instructions to the letter—plenty of color, lots of serious selling and all that—something I had never done before. What-the-hell it was, I don't know, maybe it was shock to the boys, but that letter drew 85%. Needless to say, I did a complete about face in my selling approach and it works—heavens no! not to the tune

of 85% but one heck of a margin better than it did before.

"It is my personal belief that those selling to a specific field are plumb off their rockers if they do not put out some sort of house organ. I kept a graph of our sales for two years. The graph lines looked just like a big rip saw in reverse. We put out a newsletter and in about 10 days over-all sales hit a peak and gradually worked down to a valley; then a new newsletter and a new peak—this one just a bit higher than the previous one. Now days we can tell from our bank book when a new letter should go out. . . .

"A house organ should be something other than a day-by-day report of what the boss and salesmen are doing and thinking. Few customers give a tinker's dam whether you belched or blew your nose or had crabs for dinner. They do like to know what the other guys in the trade are doing and thinking—what's new and what are its prospects—who's fighting what and

how mad is he getting about it. With a little thinking on the writer's part, plenty of sales pitch can be worked into the copy without it being odious to the reader. Heavens, I could write a book a-ready yet.

Customers Like Personal Approach

"For me, this works: In writing the thing I do not think of all our customers—that puts too much of a load on your (sic) brain. Rather, I pick out one individual customer and proceed to write Him a personal letter, telling him everything that's happened since the last time I wrote; a strictly personal approach which he seems to like. At the same time I think: 'dog-gone it, I might as well try and sell him a few things—but he's a close friend of mine so I won't use a lot of "boiler plate" on him—just some good suggestions in the form of what some of his friends are doing with the product—maybe he'll get the idea himself, especially if I sorta sneak it in among the gab and gossip.'

"The above works excellently in the newsletter but not worth a whoop in hades in a direct sales letter . . . that is a mule from a different jackass!—same old mare, of course.

"I am luckier than many business men whose capital is small like mine. I was brought up to believe that there were a lot of men who knew a lot more than I did, that if I would poke around with my eyes and ears open and only speak to ask sensible questions, it would be amazing the things I'd learn.

"Consequently, I can do a lot of experimenting without much cash outlay. I do all my own photography for our catalog, the air-brushing, the copy writing and paste-ups, make the final negatives and printing plates and then print the stuff on our own Model 1250 . . . just from having watched others work, asked a few questions and read all the material that is available on the subject.

"Am attaching last year's catalog which I printed. Would attach this years but did not do the final printing and have been kicking my post-end for not—groan every time I think of the \$2M I tossed to the wind on that lazy spell. . . .

"Well, it is fun and like any other character who loves what he is doing, I wouldn't trade jobs with anyone I know—and have had a God's plenty of chances to prove it. . . .

Most cordially,

(Signed) Bob Brownell

Much of today's insurance advertising is designed to build corporate character and institutional image. But the company behind the successful White Cross Plan believes plain and simple: "Leads plus agents equals sales." That's why everything they do is directed toward getting leads. Here's a "different" sales philosophy, as told in . . .

THE BANKERS LIFE STORY



by Edward Condon,

Assistant Advertising Director
Bankers Life & Casualty Company, Chicago, Ill.

Reporter's Note: Bankers Life & Casualty Company of Chicago has earned quite a reputation in insurance circles for being "different" in their promotion approach. Everything they do is directed at getting leads. And the base of their broad program starts with direct mail . . . which is then coordinated in radio, TV, card and even theatre screen advertising. Ed Condon, who previously spent many years at Esquire-Coronet and Encyclopaedia Britannica doing subscription work, is responsible for this "coordination." When Ed joined Bankers after 13 years in publication direct mail, they told him: "Put the direct mail copy approach into all our other media activities." This story tells how he's done it, through combined efforts of Bankers' ad department, agency, direct mail suppliers and outside research consultants. The Bankers Life story was first presented at the DMAA Convention in St. Louis, and later at a recent meeting of New York's Hundred Million Club. We think it will give you some ideas on how to achieve complete distribution and coordination of your own promotion material . . . to get more leads that can result in more sales.

THE JULY '58 ISSUE of *Fortune* magazine contained a profile story entitled, "The Incurable John MacArthur." The sub-caption under this title read:

He has horrified insurance men. He is uninhibited, mischievous, smart as a fox. Once a mail order operator, he is now the biggest single owner of a life insurance company and one of the country's richest men.

The MacArthur insurance empire is known on the Northwest side of Chicago and throughout the United States as The MacArthur Insurance Group. This network of 13 insurance companies has assets of over \$161 million, with over \$157 million in earned premiums in 1957, and over \$883 million of life insurance in force.

Steering the marketing functions of these 13 companies are six young men who operate as a six-man marketing committee. Two are direct advertising men (I am privileged to be one). Others are from the field sales ranks. The fifth heads up the intricate market statistics and research department. And the sixth man is coordinator for the committee, and vice

president in charge of marketing.

One of the 13 companies in the MacArthur Group is known as "The Big Train" . . . perhaps because it contributes over \$130 million in earned premium; has over 3,000 full time company-controlled direct selling agents and operates in 40 states and Hawaii under the highly advertised banner of "The White Cross Plan." This, of course, is Bankers Life & Casualty Company of Chicago . . . the company that started out in 1935 \$2,500 in arrears, and today lists nearly \$135 million in assets and 3 million policyholders.

A "Different" Marketing System

Two things combined to account for "The Big Train's" phenomenal growth: (1) MacArthur's vision in recognizing the need for low-cost individual hospital coverage; and (2) Bankers' mass-marketing concept.

What is the marketing philosophy at Bankers? Simply this: *Leads plus agents equals sales.*

But . . . just as MacArthur the man is unconventional, so, too, is the marketing system of Bankers Life & Casualty Company. Unlike conventional companies which build character and institutional image, Bankers does no advertising that is not *direct* advertising for leads. Everything is measured in terms of:

1. Cost per lead.
2. Gross premium per lead.
3. Premium per lead after billing or net C.P.L.
4. Advertising and sales cost per lead per premium dollar . . . the known "Acquisition Cost."

And, unlike conventional companies whose agents are independent operators and who have a wide latitude in acceptance or non-acceptance of company-suggested prospecting techniques, selling suggestions, etc. . . . Bankers' agents and managers—as well as its advertising program—are 100% centralized and 100% company controlled.

Bankers' 3,000 sales agents are located in 40 states divided into 240 districts, 30 odd branches and 6 regions. The Regional Sales Managers report to the vice president in charge of marketing. All advertising is controlled out of Chicago and allocated to sales areas based upon premium sales dollars *delivered* for advertising revenue *spent* in the territory.

The Biggest "Difference" . . .

When it comes to advertising action, here, too, they tell us we are *different*. Nearly all other large ad-

1. "This letter was our first attempt of introducing policy P-39. It offered prospects a Courtesy Card service through any of our 240 district offices throughout the country. Naturally, we followed through by sending the card through our agents."

2. "Next, we produced a sheet of fifty \$100 stamps, which recipients attached to an Information Certificate to get the full story on '\$100 A Week Protection.'"

3. "Here we found our answer. Why not offer the prospect an actual 'sample' policy. This letter shows how we developed the idea. Copy told of simple, understandable \$100 A Week Protection, offering to let the reader examine the policy itself in his own home. It worked like a charm. Policy P-39, a non-entity until January, 1957, is now up to almost 20% on our spread of national business . . . and still going strong."

4. "The direct mail copy approach was coordinated with other media . . . in this case, radio. Newscaster Paul Harvey does a fine job for Bankers on 250 stations of the ABC network. This letter (edited by him to fit his style) was created to: (1) Tip over Harvey listeners who were on the fence from exposure to his broadcasts, by getting a personal Harvey letter; (2) Cross-plug him in the mail, beefing up his program audience; and (3) Get leads from Harvey non-listeners, by having a third party who deals in facts tell our story by mail. His on-the-air commercials were created from the previous direct mail letters."

5. "Then we carried the same approach into transportation car card advertising (next to Wrigley, we spend more in this media than any other advertiser). Pull cards like this one fold into a business reply card. Quantities of these cards are attached to our 11" x 42" display cards in 68 major cities. The same \$100 A Week sample policy offer was carried in newspaper ads, and in 80 second films shown at 150 drive-in theatres. From initial direct mail testing to theatre screenings, our coordinated, hard-hitting direct selling approach had one objective: To get leads for the P-39 policy for our agents."

vertisers will start making their advertising plans with some form of national media: newspapers, magazines, TV or radio. Somewhere, down toward the nickel and dime end of the budget, they decide how direct mail can be used to support or supplement other media. But at Bankers . . .

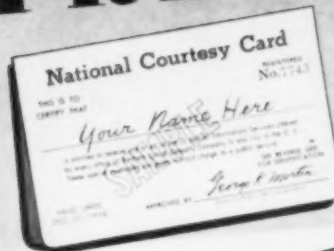
Everything starts with direct mail.

Our total advertising expenditure would easily put us on *Advertising Age's* list of the nation's 100 top advertisers except for one thing: 85% of our total advertising expenditure goes into direct mail.

After that, we sit down and decide how other media can be coordinated with direct mail. And a significant testimonial to the kind of job direct

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FREE!



Dear Friend:
Here's a

FREE INFORMATION CERTIFICATE

This offer is good NOW
Be sure to mail this Card today

This certificate, when accompanied by Bankers Form 39 Value the person named at the information about this \$100 a week hospitalization

2



AT LAST! AN UNDERSTANDABLE NEW KIND OF
HOSPITAL INSURANCE--WITHOUT "SMALL TYPE"
OR COMPLICATED EXCEPTIONS--PAYS YOU
\$100 A WEEK WHEN YOU'RE HOSPITALIZED
... FOR AS LONG AS 50 WEEKS!

3

Dear Friend:

See the hard-to-understand phrases striped away from HOSPITAL INSURANCE: "room rates", "waiting periods", "exceptions", "paragrapes full of 'exceptions'", "exciting new kind of Hospital Insurance", "understand as the everyday insurance"

Now offered for the first time in a Cross Plan, a new way to get \$100 a week

TAKE ONE!

New Extra-Money Plan pays...



For each week in the hospital, as long as 50 WEEKS
UP TO \$5000 (for each sickness or injury)

IT'S THAT SIMPLE!

Get the free facts! This unique new plan is available in all areas and means you can get the full story on this new kind of hospital insurance. No waiting periods, no exceptions, no small type. This is the simplest, most understandable hospital insurance ever offered. The only one that pays you \$100 a week for each week in the hospital, as long as 50 weeks. For each sickness or injury. Up to \$5000.

THE WHITE CROSS PLAN
Offered by BANKERS LIFE & CASUALTY CO.

Offered by THE WHITE CROSS PLAN
Offered by BANKERS LIFE & CASUALTY CO.

May be PRICELESS IN AN EMERGENCY EVEN IN YOUR HOME NEIGHBORHOOD

No charge--just mail certificate enclosed

NATIONAL

1

to \$5,000 for You

Have ever seen...
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or legal phrases usually
in this one. You

4

Paul Harvey News

Friend:

On my Sunday evening broadcast over the American Broadcasting radio network, I offered my listeners a free sample \$100 a week hospital protection policy to anyone who would give me their name and address.

Literally thousands - of cards and letters poured in. I intended to make this special offer only once, the flood for this sample policy forced me to extend the offer for another and another. And still the requests from all over the country who wanted to see for terms of this remarkable new extra money plan.

I hear my newscasts I'm sending this letter because I have an opportunity to read this policy in your own home. Here's what you will find: In less than 10 minutes, the P-39 policy offered by Bankers Life & Casualty Company of Chicago.

Policy for the first time I was astounded, hospital protection that was so unusual, that I found it hard to believe. Long lists of limitations - a limited board, limited amounts for doctor bills, extra. There were 39 such limitations.

List of the kinds of sicknesses covered: only two - mental ailments and for the so-called "waiting" for the first time (in my life) hospital policy that covered disease that originated from force.

Here's what you will find: In less than 10 minutes, the P-39 policy offered by Bankers Life & Casualty Company of Chicago.

There are many ways and many areas in which banks can develop new business. People's Savings Bank of Bridgeport does it by creating personal contact, a direct mail rapport, between prospects and the company. Here, People's ad manager outlines many market possibilities of . . .

SOLICITING NEW BANK BUSINESS BY MAIL

by John H. Sherwood, Advertising Mgr.
People's Savings Bank, Bridgeport, Conn.

I'M FROM A LARGE BANK and have the facilities to send out a lot of direct mail. But whether large or small, we all are confronted with certain problems. Particularly: How do we get prospective customers to read our mail?

First: What size and type of piece to use? My belief is that a standard card or letter size is most easily handled and read. Odd sizes and shape only tend to confuse the customer.

Second: What type of postage to use? This generally depends on the number of pieces, a few using First Class, the other Bulk Rate. I feel that whenever possible First Class should be used.

Third: A great number of us have branches in other cities and towns. Many times we get direct mail pieces at home for insurance, etc., and see that it is mailed from some other place hundreds of miles away. I think that bank direct mail pieces should be sent out from the town where your business is done.

Fourth: How do you send out your mail pieces, sealed, open, or a self mailer? Here again, it depends on what is being promoted. But generally speaking, a sealed envelope is preferable. When banking is involved, most people like to have their money problems a secret from their neighbor (even where they do their banking).

But an open house announcement or give-away could be sent out opened . . . because the more that see it, the better.

Fifth: Color sometimes can be a problem because of the cost involved. We determine ours generally by who it's going to. For example, a new home improvement dealer we believe should receive a multi-colored piece . . . because of others he receives from concerns all over the country. We try to impress them, too. But mostly, we lean to colored stock and one color ink.

Sixth: (and probably most important) is the problem of lists. In my way of thinking, everyone who receives a direct mail piece with his name on it is more apt to read it than one addressed "Occupant." Both kinds of lists can be purchased. Yet, we all probably get just as good results percentage-wise by using our own internal lists of present customers.

Where Do We Start To Look For New Business?

Lets start right inside one's own bank. The first place is the dormant file of accounts. Activate them . . . by sending them an attractive mailer suggesting they ought to look around for their old book and have their interest added. Tell them about your increase in dividend, your branches

or new hours. Send it out sealed and First Class.

In contrast to dormant accounts, are newcomers to town. These people are very important because *everyone* needs a bank. And if you can reach them first, they'll probably be more than delighted to do business with you. Newcomer lists are generally available through credit bureaus or utility companies. We receive a list of about fifty every week on Friday. By Monday's mail they have received a personal letter, signed by our president, and descriptive material generally indicating the nearest office. These letters are done on an Auto-Typist a week in advance, so that all that needs be added is the name and address.

The next sequence for new business is babies. Every week (or daily) lists of all births are provided in local papers. Every effort should be made to contact the parents for several reasons: gifts are made to new babies . . . there are expenses . . . the new child needs an education, etc. Again this parent contact should be done on a personal mail basis.

Don't Forget Your Regular Mail . . .

Next on the list would be mail sent out by your bank . . . whether it be bills, bank-by-mail, or final payments. We use a Bell & Howell inserting and mailing machine which stuffs four items, seals and stamps. This machine is only used for our 15,000 mortgage bills each month. But each month that customer gets material on some other service of the bank.

Our last use of direct advertising pieces is internal. Our tellers personally hand the desired piece on a particular bank service to the customer. These explain details that would otherwise take considerable valuable time to cover in person. We do not

Reporter's Note: Among the biggest users of direct mail are banks . . . both large and small. Most banks, which have many services to sell to many markets, discovered long ago that properly created direct mail does an excellent multiple job of developing new customers, and improving relations with present ones. But there are still a good deal of financial institutions which use mail promotion effectively in one direction, but overlook its marketing potential for getting new customers in many areas. Here John H. Sherwood, manager of advertising and business development for People's Saving Bank in Bridgeport, Conn., describes how his bank makes full use of the medium . . . and outlines how others can do the same. His article is part of a talk Mr. Sherwood gave on business development at the recent Financial Public Relations Assn. Convention in Philadelphia. For an additional look at how banks are soliciting new business, the pages following Mr. Sherwood's advice contain a roundup of outstanding bank campaigns from several parts of the country.

have any literature, flyers, or leaflets on any of our counters. (People just do not take them.)

Three Categories Of Promotion

Generally, our direct mail pieces fall into three categories: Branch Openings, Premium Promotion, and particular Bank Service Promotion. In almost every case our direct mail piece ties in with the same copy and illustrations used in newspapers thus eliminating a double production costs.

For branch openings, every box holder in a given area will receive a piece of mail addressed to him directly. It is done in letter size, folded, sent Bulk Rate.

When the bank has a premium promotion, we take a selected area and mail them a quick flyer, again using Bulk Rate. It has been found that the branch in that area has done three times better than any other office. The same goes for other service promotions such as home improvements. The branch in that area has also shown an increase over other offices.

Our Results Increase In Assets

We send out other types of direct mail pieces, too. One is for solicitation of new business from an outlying town that does not have a bank of the same type as ours.

A direct mailing recently completed was created in cooperation with the new credit card system of the American Express Co. We sent a complete mailing to one town with a personally signed card from that area branch manager, announcing this new service along with their other promotional material. A lot of people did not realize we had a branch in that town.

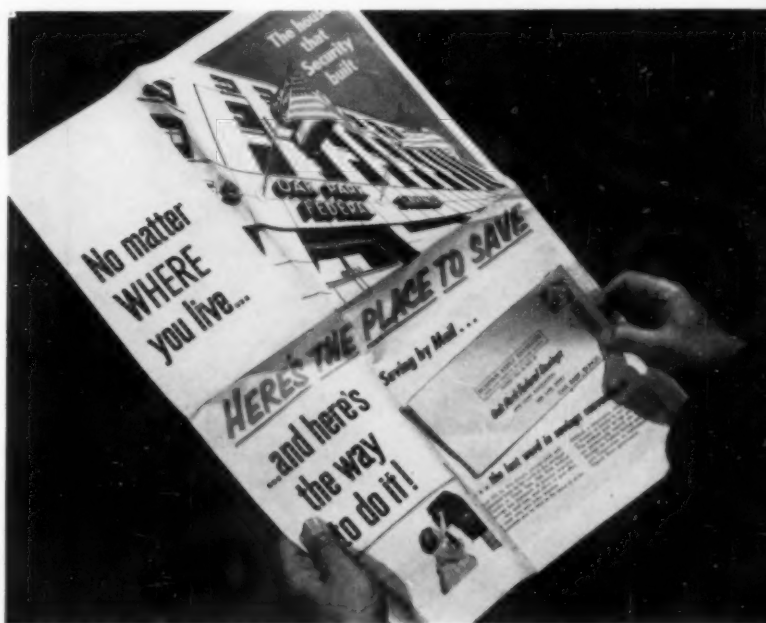
What are our results? I'd like to say, "who knows?," but of course we do know . . . both from response through return mail and by personal appearances of many, many people. We rank this medium next to news paper advertising (we have no TV). It returns equally as well. The increase in our assets shows it. ●

LARGE SAVINGS & LOAN ASSN. SELLS "SAVING BY MAIL" WITH UNIQUE NEWSPAPER REPLY ENVELOPE

"BANK BY MAIL" is a term well-promoted by countless financial institutions. And "Save By Mail" is a theme particularly well-promoted by savings and loan associations. This primary sales method, by which associations seek to attract savings money, offers the saver convenience by eliminating the need to make deposits in person. And it permits the savings and loan firm to attract depositor's money from almost anywhere in the world.

Oak Park Federal Savings & Loan Association, a large organization in Oak Park, Illinois, does just that. Because of Oak Park's consistent advertising and top-notch mail service more than 60,000 people have placed their savings there.

One of Oak Park's Federal's recent campaigns was a unique "first" . . . which linked mass newspaper coverage with direct mail response. Created by Connor Associates, Inc., Oak Park Federal's advertising agency in Aurora, Illinois, the effort consisted of a four-page, four-color insert which appeared in the metropolitan edition of the *Chicago Tribune*. The insert was designed to dramatically describe the firm's complete saving and loan services, and sell new accounts on "Savings By Mail." And as "the last word in saving convenience," the institution's insert included this newspaper advertising innovation:



Tipped onto the first page of the newspaper ad was an actual postage paid business reply envelope, containing an inside flap deposit form.

Production of the insert was handled by the *Chicago Tribune*. The business reply envelopes were then attached for the *Tribune* by Millen Mailing Service, Chicago. The inserts with envelopes reached a total of 240,000 readers, the circulation of the *Tribune's* west metropolitan edition.

Oak Park Federal advertising manager Steve O'Connor reports the cost of getting these all-important envelopes into the hands of prospective savers via newspaper distribution was

less than the complete insert, with envelope, could have been mailed. Total space and production cost was \$12,000, or \$50 per thousand.

While at this writing no final evaluation had been made of actual envelope returns, they have been coming steadily. "We know," comments ad manager O'Connor, "that the effectiveness and impact of the ad was tremendous, even though dollars and cents results will take sometime to ascertain."

In any event, this marriage of newspaper distribution and direct mail "order convenience" bears careful watching. It could open a new sales vista for other advertisers. ●

SEASONAL REMINDERS DO JOB FOR 28 GEORGIA BANKS

BANKS WITH ONE OR MORE branch offices must do a multiple promotion job . . . selling customers and building goodwill year 'round for each local office. Many chains create "syndicated" type mailings, imprinted for local branches.

One of the most consistent and successful direct mail advertisers among regional bank chains is Citizens & Southern National . . . a network of 28 banks throughout Georgia. Citizens has found particular success with seasonal reminder folders.

Printed in two and three color seasonal designs, these calendar reminders have a gatefold format . . . with built-in reply cards offering information on the bank's services (Savings, Christmas Club, Personal Loans, etc.). They are sent four times a year with statements to all Citizens' checking account customers.

Return cards from the reminder folders are imprinted with the local bank's name and address. After inquiries receive local handling (each reply receives a personal answer, sometimes a personal call from a bank

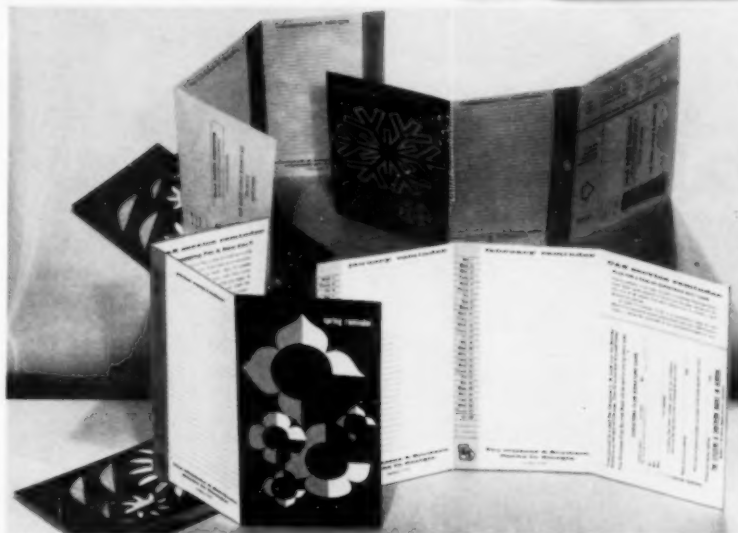
officer), they are sent to Citizens' Advertising Department in Atlanta. Here, they are analyzed from both a local and statewide point of view . . . and findings, recommendations, etc. are sent back to the individual bank.

Although the reminders are sent out a month in advance, Citizen branches often receive written and phoned requests from customers who want them even earlier. And speaking of results, assistant advertising manager Margo Venable reports:

"Returns vary according to areas and bank services featured. Surpris-

ingly enough, we've found that a large number of customers utilize this postage-free opportunity to communicate with their bank . . . to send in suggestions and air grievances that have nothing to do with the bank service featured on the particular reply card.

"A real plus advantage of our reminder campaign is that these comments written on reply cards are helping us find new and better ways to serve our customers. As a result, we plan to devote at least one of 1959 Seasonal Reminders to soliciting customer opinions and attitudes."●



SMALL BANK SELLS "FRIENDLY SERVICE" TO NEW RESIDENTS & OLD

LOCATED IN THE HEART of gigantic farming country, Grand Forks and East Grand Forks, North Dakota, have a wide trading territory. The area covers 80 miles in each direction. Farms in the Red River Valley produce small grains, potatoes and sugar beets for a waiting market. In 1958, they enjoyed a bumper crop.

Valley Bank of Grand Forks is a small organization less than two years old . . . competing with two large chain banks in the area.

When the Air Force recently built a new jet base nearby, Valley Bank officials planned a direct mail contact which would introduce the bank to both military and civilian personnel at the base. A carefully selected mailing list was compiled from local Chamber of Commerce and Credit Bureau sources. LaVoy Advertising Agency of Grand Forks was given the job of creating the mail "introduction" . . . a small but comprehensive two-color folder describing the bank's services.

Feeling that new persons in a community are often reluctant to come to a bank for financial help on home loans, savings, etc., the agency stressed the friendliness of Valley Bank's officers and employees. The folder pointed out their willingness to be of service to all new residents. Describing "Banking Facilities For Everyone," the copy began:

As a new member of this fast growing community, the Valley Bank wishes to extend a "get acquainted" invitation to you and your family. First, we are a home-owned financial institution. We are not a large organization; and are winning new customers because of the friendly interest officers and employees alike take in the day-to-day needs of those we serve.

The agency reports that results of the door-opening invitation were very satisfying. The many new savings accounts brought in by the mailing prompted Valley Bank officials to extend its use . . . with a 5,000 mailing to other people throughout the rural trading area.

Within three months after the campaign, savings in the bank were increased by \$300,000.

According to R. H. Muehlberg of the LaVoy Agency, a recent year-long survey of mail received by farmers and city residents in this area showed that less than 3% was commercial direct mail. "The area is open and receptive to such friendly invitation mailings as Valley Bank's," says Mr. Muehlberg.

Evidence of their success can be seen in the fact that other financial institutions in Grand Forks are now preparing similar campaigns. Here in North Dakota it has been proven direct mail can do an excellent job of telling new residents as well as established families about a bank's facilities. And tell they must . . . for as the Valley Bank folder pointed out: Frankly, a bank has nothing to sell. But we can and do offer our services. And these friendly services are offered to you. . . . We want to meet you personally. Then we know we've made another friend and another customer. So stop in anytime.●

Eagle Pencil Company, a dramatic winner in DMAA's 1958 "Best Direct Mail" Contest, used mechanical realism to really prove their "point"

MINIATURE TESTING LABORATORY SENT TO PROSPECTS BRINGS BACK AN 18% REPLY

MOST OF US take pencils for granted. We use them every day. But chances are when we reach for a pencil "one's as good as the other," as long as it's sharpened.

Eagle Pencil Company, however, believes theirs is the very finest in the market. And their Danbury, Connecticut, plant is loaded with extensive testing equipment to provide their "point." This pencil producer felt that if they could only bring their Testing Laboratory into the offices of prospective buyers, they would have a good chance of making these buyers specify "Eagle Mirado" next time they bought "pencils."

Solution to the problem was the series of mechanical mailings shown here . . . all of which were created for Eagle by Shaller-Rubin Company, Inc. of New York. Each piece featured a miniature die-cut and movable replica of Eagle testing machinery. Copy invited the recipient to "work" the testing machinery himself . . . to see how Eagle proves their claims that the Mirado is "stronger", "smoother" and lasts longer."

Mailed to purchasing agents and office managers of large corporations, each of the folders included a reply card offering a complete "Miniature Testing Laboratory" and a free Mirado pencil. The "Testing Laboratory" was single compact folder containing all three of the previous mailings' movable illustrations.

"By using workable moving parts on each piece," said Milton Shaller of the agency, "we felt purchasing agents would retain the fact that Eagle's Mirado had been laboratory tested, and *proven* best. We also felt that by getting prospects "working" with the Miniature Laboratory and the pencil, we'd get them to specify "Mirado."

The agency's reasoning on this creative approach was right. Each of the mailings brought an average of 18% return in reply card requests for the Miniature Testing Laboratory and sample pencil. And using the same "working machines" approach in a



Three individual mailings to purchasing agents and office managers of large corporations featured workable, mechanical miniatures of Eagle's "Milage Meter," "Point Testing Scale" and "Giant Pendulum." Enclosed with each folder was a reply card offering a free Eagle Mirado Test Kit.

salesman's presentation for follow-up calls, the campaign resulted in many sales.

This series clearly demonstrated there is a personal, persuasive story behind every product . . . no matter how common or work-a-day the product may seem. For projecting Eagle Pencil's story with effective mechan-

ical realism in print, the campaign also became a winner in DMAA's 1958 "Best Direct Mail" Contest.

So the next time you find yourself nibbling on the end of a pencil, stuck for a direct mail idea . . . mull over these Mirado mailings. Maybe you, too, have a "moving story" that can prove your product's "point."

When this regional distributor sparked new demand for an unpromoted electrical product, the manufacturer really sat up and took notice. Letters and personal calls created entirely by this distributor have made them qualified sales experts on aluminum conduits. Now, both manufacturer and their agency ask for promotion advice on . . .

HOW NEW INTEREST AND SALES WERE CREATED FOR AN ELECTRICAL PRODUCT SLEEPER

by J. O. Miller,
Aluminum Specialist

Hawkins Electric Co.,
Chicago, Ill.

AS WE DISTRIBUTE several thousand electrical items, there is a limitation to the expenditure we can make on any one individual product. But sometime ago, it appeared to us that aluminum conduit, while not a new item on the market, would be a likely product to promote. The majority of our customers were not familiar with aluminum of this type in the electrical field.

So we persuaded the manufacturer, Aluminum Company of America, to let us stock and sell it. It has proved most successful. And our promotion push has literally put Alcoa into the electrical conduit business on a more expansive scale. Of course, they have manufactured this item for many years. But they have never attempted a really big promotion program to sell the product to our market.

A great deal of our success with this product—in terms of both inquiries and orders—is attributed to the direct mailings we have made, even though they have been of a limited nature.

The direct mail portion of our advertising has all been done without the advice of an agency, due to the limited expenditure made on this program. Our publication advertising has included newspapers, The Construction News and also an attempt at spot radio announcements. But it is my feeling that none of these produced

any satisfactory results. (The only real productive ad, insofar as inquiries, was one placed in the *Contractor's Electrical Equipment* magazine.

Letters And Personal Calls

Overall sales responsibility and actual control of the aluminum products for the company was assigned to me at the outset of the program. Most of my effort has been put into letters and personal calls. (While the letters have been successful as inquiry producers, I believe we still have not hit the local customers heavy or often enough with our direct mail pieces.) This, of course, has been a slow process in assembling enough data and information with which we could really present a sales story on the product. As I gathered information from the construction jobs which were done I have attempted to include this in the mailings.

The most successful part of the mailing campaign seemed to have been the one directed to electrical contractors. The majority of our orders and inquiries can be tied to this part of the advertising program. (The most unsuccessful part has been that on the industrial mailing. Our reply or response to this mailing has been very discouraging.)

Associated with all of this has been a lot of direct contact and actual leg

work, such as contacting specifying engineers and the electrical contractors, etc. In addition to these direct mail pieces, I have also designed a stock list which we sent out to approximately 5,000 customers and prospective customers all over the country. The Aluminum Electrical Products Catalog has a cover which is designed to hold descriptive data and various price sheets covering all of the aluminum items we distribute. To date we have distributed over 500 of these catalogs.

House Lists Are Best

It has been my experience that a more successful mailing results from the lists which we are able to build up ourselves. Our unsuccessful mailings were those to lists which we had purchased. The most common criticism of these lists seems to be that they are out-of-date or do not show the proper personnel which we want to reach.

Our best outside mailing list seems to have been secured from the National Electric Contractors Association Membership; and, of course, our own local IBEW listing. We seem to have been very successful in starting a good mailing list to oil refineries with our own little gimmick. This oil refinery original listing was taken from the *Petroleum Processing 1957*

A. Typical of Hawkins promotion on aluminum electrical conduits, this letter was mailed to a total of 1,099 Electrical Contractors. Replies totaled 17, with 6 resulting orders.

B. This letter, with attached Confederate bill, went to a total of 1,141 Electrical Contractors in the Chicago area only. Replies totaled 14.

Refinery Directory. A stock list of aluminum products was included, with the letter and the second follow up letter is included with informational material.

The active accounts which hold our Aluminum Electrical Products Catalog are on a separate mailing list and receive additional data. Attached to mailings to go in the catalog is a small memo sheet.

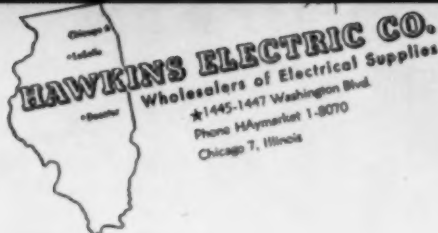
"A Chance To Get Out Front"

Our sales for 1956 and 1957, the first two years of the program, amounted to approximately 600,000 pounds of aluminum electrical conduit. In the first two years, our sales of this product totaled more than \$200,000 . . . and have greatly increased since then. Speaking of our efforts, Hawkins president R. R. Hill was quoted in *Electrical Wholesaling* magazine as saying:

There's lots of talk about distributors sitting back and letting manufacturers do their sales development job for them. We know this to be far from true. And here's a case in point. To us, this was a chance to get out in front with a product that might go places—if it had real selling and educational effort behind it. There was hard work, and there was the promise of good profits.

We have been quite amazed that the Alcoa people themselves and their advertising agencies have come to us for advice and information on how to write their own sales promotion and how to sell aluminum electrical conduit. We have practically designed their small envelope stuffer and many of the ideas in their new brochure on aluminum conduit came from here also.

Now that we have shown Alcoa the product can be sold they are adding distributors, which makes it a little difficult for us to be competitive outside of the Chicago area. Therefore, our current problem is to increase our effort locally and to determine if it is worthwhile to extend additional effort on out of town business. ●



A

Get a Job with Aluminum Conduit specified?
The Hawkins Electric Company now has a complete stock of rigid and thinwall electrical aluminum conduit available from our Chicago warehouse.
Standard stock sizes of rigid are 1/2 to 4 inches inclusive, including elbows and couplings. Thinwall stock sizes are 1/2 to 2 inches.
Why wait for that delayed factory delivery -- send us your order now for immediate shipment.

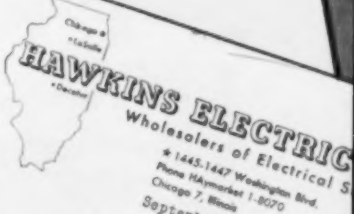
Sincerely yours,
HAWKINS ELECTRIC CO.

J. O. MILLER
Aluminum Specialist

JOM:so



LA SALLE
DECATUR



Dear Sir:

You can't spend this two bucks enclosed -- but, we can show you how to save more than that on every house service! The following is a typical bill for home service material:

STEEL & COPPER
10 ft. - 1/2" RIGID ALUM. Conduit
10 ft. - 1/2" THINWALL ALUM. Conduit

ALL ALUMINUM
1/2" RIGID ALUM. Conduit
1/2" THINWALL ALUM. Conduit
1/2" ALUM. Service Straps
1/2" ALUM. Meter Straps
1/2" RH-RW ALUM. Cable
1/2" RH-RW ALUM. Cable



For savings which are realized by NEC and other materials, where 2 ALUMINUM is used instead of the usual 4 per day, a package deal on ALUMINUM service material is available -- or call me.

Sincerely yours,
HAWKINS ELECTRIC CO.

J. O. MILLER
Aluminum Specialist
Service Entrance Panels with UL approved connections for ALUMINUM now available -- also watch for our next letter which will give you more ideas for saving money with ALUMINUM!

- COMPLETE ALUMINUM STOCK -

DIVISIONS OF HAWKINS ELECTRIC CO.
LA SALLE ELECTRIC SUPPLY DIVISION • 201 E. FIRST STREET • PHONE 2821 • LA SALLE, ILL.
DECATUR ELECTRIC SUPPLY DIVISION • 320-544 W. CERRILLO GORDO STREET • DECATUR, ILL.



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A Monthly Clinic Conducted by Orville Reed

It's hard to believe. But it's true. There are still users of direct mail who spend real money for copy, printing and postage on mailings based on subterfuge and hyperbole which no one could possibly believe. For instance: "Hi there. A friend of yours asked us to send you one of our special offers." That's the lead on a letter obviously printed and mailed to thousands. The next sentence really throws me: "This letter is purely personal and does not seek business." Then it goes on to say they want my opinion on their product. If I will send them \$15.95, use the product, and write them, I can keep the product at this low special price. The entire pitch is as phony as a \$3 bill.

Here's another: "You really can't blame it on John. I told John Johnson, our sales manager, you hadn't ordered the (name of product) but he was almost certain you had. So, I placed a small wager he could not find your order. Well, he checked everywhere and I even helped him, but still no order. John paid his debt, but he is still shaking his head in wonderment. He cannot understand what happened to your order. Frankly, I'm puzzled too!"

It is sales pitches like these that make prospects wonder if they can believe anything that comes in their mail.

In our file of material received this month, 4 different users of direct mail used this appeal, or variations of it: "Everybody's talking about the new widget with the amazing (feature)." Two of the specimens start out talking about themselves. One begins, "This is our 60th Anniversary Year." Who cares?

Another begins, "For thirty-five years the — Association has been the silent partner of American industry." So what?

We sometimes wonder about firms who use these phony approaches. Are they afraid the benefits of their product — clearly stated — aren't strong enough to lead to an order? Or is this kind of copy the result of trying

to be different, clever, unusual? In any case, if direct mail has a bad name, such copy is partly responsible for it.

Letter Leads We Liked

Dear Homemaker:

We are enclosing your free sample of a truly unique bath and beauty product . . . ZEST deodorant Beauty Bar . . . a product so completely different from ordinary toilet soaps that you really have to try it to see and feel the difference. That's why we have sent you a bar for you and your family to try.—Procter & Gamble, Cinn.

We're not going to beat around the bush in this letter. We're writing you because we want you to buy Brown's lawn seed for your fall seeding. Now, with that frank statement made, here's what we offer you that you can't get anywhere else.—A. J. Brown & Son, Inc., Grand Rapids, Mich.

You asked us to mail you a copy of the booklet "Protection." Here it is! You can read this booklet in just a few minutes. But the time will be well spent. Yes, indeed, the few minutes you devote to the reading of the booklet "Protection" now, could bring you hundreds of dollars when misfortune hits you.—National Travelers Inc. Co., Los Angeles.

We have noticed your advertisement which we have clipped out and enclose with this letter. The thought occurred to us that perhaps we could supply you with Brush Fibres which we handle from stock and on a direct import basis.—Chas. H. Demerest, Inc., New York.

Our credit sales manager came into my office the other morning and said,

"Mr. Collins, there are a number of our customers who, for some reason

or other, have not been using their accounts recently. I wonder what we can do to persuade them to come in and renew our friendship. Certainly we are better able to please them now than ever before."

Your account is one of those to which he referred. And so I am writing you in this informal way.—Saks 34th, New York.

I'd prefer to send you a hand-typed letter—something with your name and address on it, so you'd know I was glad to hear from you—but this mass-produced missive enables us to spend more time finding and editing stories for *Precis*. For this reason, I hope you approve.—North American *Precis* Syndicate, Inc., New York.

Watch Out For "Honestly"

Here's a word that has no place in a sales letter or in daily correspondence. It serves no purpose. It slows up the reader's understanding of your letter—plants a doubt in his mind.

If a statement is not obviously true, preceding it with "honestly" weakens it further.

Mothers of small children know this. When a small fry tells his mother, "Honest, I didn't hit him first, Ma. Honestly, I didn't!" Mother begins to have her doubts about who really started the fracas. If you've fallen into the bad habit of using "honestly" preceding a statement you'll find you can eliminate the word and increase the impact of the statement.

Compare these two sentences:

Here's the best widget value you'll see in many a day. Honestly, this is the best widget value you'll find in many a day.

Compare these two sentences:

We had no idea our shipping department had let you down on this delivery.

Honestly, we had no idea our shipping department had let you down on this delivery.

Old Stuff Worth Remembering

Your direct mail copy will do more for you, sell more for you, and make more friends if you write with these 5 points in mind:

1. *We resist change.*

We like to think we are progressive, but old habits are more comfortable. We know what we have—we don't know what we might get from you. Why should we change?

2. *We say NO before we say YES.*

What we are using must be right because we are using it. "It can't be done" means fewer problems for us.

Show us why we should say YES.

3. *We forget fast.*

What you wrote us last week or last month only you remember. We need two, three, four or six letters to make us remember. Don't give up too soon.

4. *We are lazy.*

We don't want to do now what can be done next week. Your enthusiasm, your excitement about your offer can change this. Tell us why we should be enthused.

5. *We are selfish.*

We will not be interested in your

offer until you can answer the question, "What's in it for me?"

File For Future Reference

Along about the first of December the mails are filled with Christmas letters. Suppliers write their customers wishing them a Merry Christmas. Such letters are usually canned sentiments without sincerity, warmth or personality. If, during the Christmas season just past you sent out one of these drooling, drippy "peace-on-earth" type letters, next year you might want to consider combining Christmas with a New Year idea—a



Increase your SALESLETTER IMPACT

... with Arthur Thompson letterheads illustrated by full-color seasonal designs. Their attractiveness will gain your prospect's attention; their timeliness will hold his interest.

Arthur Thompson Holiday Stationery offers more than fourscore different designs illustrating holiday and seasonal occasions throughout the year. Think of the many occasions this stationery can do a selling job for you . . . Easter, Mother's Day, Father's Day, Thanksgiving, Christmas, New Year's, Valentine's Day, etc. These designs are the finest available anywhere, yet their cost is low. Just a one-color run to imprint your own personal message is all that is necessary.

Arthur Thompson & Co. Holiday Stationery is available through printers and lettershops or from your nearest Arthur Thompson distributor. If you want one of our complimentary 1958-1959 All-Year Portfolios that displays the entire line, please ask the nearest Arthur Thompson distributor or write us direct. Let this stationery give your next letter the appeal of an expensive individually-designed promotion piece.



ARTHUR THOMPSON & CO.
109 MARKET PLACE • BALTIMORE 2, MD.

**TINY in size...
TINY in price...
BIG in popular appeal**

these perfectly scaled-down MINIATURES REALLY WORK



- Chisels
- Prizes
- Letter gadgets
- Giveaways
- Premiums
- Cute gifts
- Package enclosures

Authentic metal, exact in every detail; fascinating to use... these miniatures are "cast-assembled" in one operation by GRC's exclusive "INTERCAST" process. Natural bright finish or brass plated. GRC also die casts and molds special small parts to order; ask for special bulletins. Write, wire, phone TODAY for samples and prices of GRC metal miniatures.

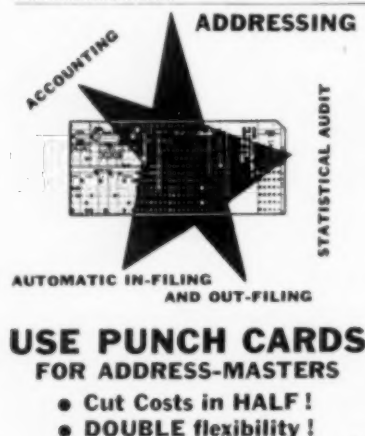
GRIES REPRODUCER CORP.

World's Foremost Producer of Small Die Castings
11 Second St., New Rochelle, N. Y.
New Rochelle 3-8600

ACCOUNTING

ADDRESSING

STATISTICAL AUDIT



AUTOMATIC IN-FILED AND OUT-FILED

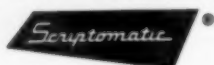
USE PUNCH CARDS FOR ADDRESS-MASTERS

- Cut Costs in HALF!
- DOUBLE flexibility!

Scriptomatic uses CARD masters (IBM, Remington-Rand, Samas, or ledger or index) to address directly to tape, wrappers, envelopes, booklets, on one machine. There's no limit to the versatility of punched card Scriptomatic masters for automatic in-filing, extraction and electronic sensing, for matching, sorting, etc.

Write for File "Scriptomatic Methods"

SCRIPTOMATIC, Inc.
300 North 11th Street, Phila. 7, Pa.



Merry Christmas with a "thank you."

Put it on a highly decorated Christmas letterhead, if you wish. The letterhead will carry the sentiment. Here's a definite suggestion:

Dear Sir:

I just couldn't let 1958 pass without thanking you for the orders you have sent us and which have made the year just passing so pleasant and profitable.

As we face the new year, we have just one resolution—to do everything in our power to make doing business with us a real profitable pleasure for you.

Here's hoping you have a wonderful Christmas... that 1959 will be as good to you as you have been to us during the past 12 month.

As we went over the Christmas letters received, these rhymed paraphrases popped into our head:

Peace on earth, goodwill to man,
I'll sell you something if I can.
Santa Claus has come to town

Our New Year's terms are nothing down.

Say What You Mean

As we've said before, and probably will say many times more, failing to say exactly what you mean makes funny jokes but poor direct mail.

Two ladies who had not seen each other for a long time met on the street. "Oh, Mary!" exclaimed one of them. "So many things have happened to me since I saw you last. I've had my teeth out and an electric stove and refrigerator put in."

GETTING YOUR ADVERTISING'S WORDS'-WORTH

Reporter's Note: We discovered this thoughtful article in the always good, "Advertising Forum," 12-page bulletin issued four times each year by the Advertising Committee of the National Consumer Finance Assn. (before which this reporter has appeared as a convention speaker on numerous occasions). A livewire crowd. Kay Huffaker is director of advertising, Iowa Finance Company, and she has these amusing things to say about her background: "My career in advertising began because I was bored stiff with being a file clerk, so I talked my way into a copywriting job at a local radio station. In the six years since then I've been learning my trade via the advertising agency and broadcast media route. I came to Iowa Finance Company about a year and a half ago, and while the umpteen million facets of my job often make me feel like I'm on a merry-go-around that's moving at sixty miles per, I love it and wouldn't trade it for anything in the world. My off duty hours are spent going to night school at Omaha University, where I'm taking a course in Utopian Philosophy (doesn't that have a delicious egg-head sound to it?), dabbling in short story writing, and reading anything and everything I can get my hands on." We think her criticism of

words, words, words can be applied to many other businesses far removed from the loan field. Read her advice carefully.

Recently I received a piece of direct mail loan advertising from one of our branch managers that was a prime example of what so many loan companies seem to feel is their advertising "Word's-Worth". I took one look at the letter, which was jammed to the very margins with words, figures, charts, etc., and got the same feeling I get when I peek under the lid of a pan full of popcorn going at full tilt! Perhaps hidden in that haystack of words was a needle that would induce the consumer to investigate the loan service offered, but I was so discouraged by the mass of "wordage" that I didn't even bother to try and find it. And if I, with my special interest, felt this way... how must the prospective customer have felt?

Advertising such as this seems to indicate that all too many loan advertisers feel their advertising "word's-worth" depends on the number of nouns, verbs, adjectives, etc., that they can cram into a page, into a newspaper ad, or a broadcast media announcement. I think this over-use of words stems from two sources. One, the advertisers expect their message to do a complete selling job in one fell swoop. Two, they direct their advertising toward the small audience that needs money at just the moment he receives that message.

Advertisers expect too much, when they demand that their advertisements do a complete selling job. You don't have to tell the prospective customer everything you know... tease him a little bit. Just get his feet wet, don't drown him in a sea of details. The how, what, and how much of a loan can far better be handled in person at your office... and much more effectively, too! All your advertising should do is to get that prospect in the door!

Also, only a small percentage of those people who are reached by your advertising will need money right at that moment. It is important that your advertising be prepared with a "delayed-action" audience in mind. You should strive to implant in the mind of that future prospect a pleasant and lasting association with your name, so that when a money need does arise a bell will ring in his memory and he'll come to see you. It follows then, that you must make your advertising as bright and brief as possible, because the less that has to be absorbed, the more that will be remembered!

Some of the copy in loan advertisements I see gives me the feeling that if I were to venture into the office in

question, I'd find all the shades pulled down and everyone inside walking on tip toe and talking in whispers. I can almost see a doleful little man in black hastily whisking me out of sight while we transact our business, and then furtively glancing up and down the street to make sure it is safe for me to leave without being seen.

The care and confidence with which a customer's loan is handled is, of course, very important to him. But, taking into consideration the human animal's natural reluctance about borrowing money, it would seem to me that an approach that created a "natural" feeling toward using a lending service, would be far better than one which only served to emphasize that feeling of reluctance. By all means tell the customer he can depend on you to hold his loan in confidence, but **emphasize** the many positive benefits of using your service . . . the things you **do**, not things you **don't do**!

People use our lending services because they have a money problem — and none of us would discount the seriousness of those problems. This does not mean, however, that a humorous approach should be "taboo". As in all things, temperance is the rule that should be followed when using humor in your advertising. Bright and funny drawings, and light hearted copy that will serve to attract interest and be easily and pleasantly remembered, are not only proper . . . but profitable.

Current advertising trends give a clear indication as to the mood and motivation of today's public. He's getting used to being "entertained", while he's being enlightened, and it behooves any advertiser who wants to get his "word's-worth" to make sure that his advertising does just that.

The world will little note, nor long remember what we say here—if we try to say too much. It is rather for us the copywriters to be here dedicated to the great task stretching before us, that our well chosen words shall not be paid for in vain, but that motivation of the people, by our advertising, for better business, shall not perish . . . **but profit!** •

TOO MUCH SAVING

A salesman in trying to sell a refrigerator pleaded: "Lady, you can save enough on your food bill to pay for it."

"We are paying for a car on the carefare we save, and we are paying for a washing machine on the laundry bill we save. It looks like we just can't afford to save any more at the present time," she explained.

Clipped from the "Wheelco Whistle," bulletin published occasionally by Salesmen of The Wheeling Machine Products Co., Wheeling, W. Va.

Stratification means more sales... more savings

Neighborhood *stratification* is the modern, efficient way to help promote your product to consumers.

Neighborhood *stratification* means your market is defined in relation to the sales potential of the individual consumer . . . and your mailing lists compiled from this research.

Neighborhood *stratification* means more sales and more saving from your promotions.

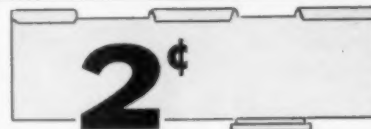
For more information, call or write

SAMUEL FITZSIMMONS & COMPANY

545 Fifth Avenue • New York 17, N. Y. • MUrray Hill 7-6865

Market research for mail advertising and sales promotion

STILL



ON OUR 50TH ANNIVERSARY

Globe sets up your names on plates for as low as 2¢—addresses them at speeds up to 60,000 per hour on your orders—at less cost than your own department. Will use your present system, or any system desired.

Takes all the machinery out of your office, expands your capacity to hundreds of employees, frees executives for more important matters.

For publishers—complete service available from cage to Post Office. You open mail to take out remittances. Globe does all the rest—renewal series, collection series, changes of address, correspondence, premiums, preparation of reports, etc.

No distance barrier—can be handled from anywhere. Visitors to our convenient plant made welcome.

Telephone OR 5-4600 for appointment,
or drop a line to D. M. Hopney.

GLOBE FULFILLMENT CORPORATION

(An extension of Globe Mail Agency, Inc. and predecessor companies.)

148 West 23rd Street, New York 11, N.Y. • ORegon 5-4600

PHOTO-ENGRAVING

You can measure the success of your printed promotional material more accurately by selecting "Horan" in the preparation of quality *Black & White, Benday or Color Process* printing plates.

In the production of dependable photo-engravings the human element is as great a factor as the best of modern mechanical techniques.

Why not call for one of our representatives.

INQUIRE ABOUT OUR 16mm SOUND COLOR FILM ON PHOTOENGRAVING

Operating Twenty-four Hours a Day,
Four Shifts Every Work Day



P. S. A copy of "The Art and Technique of Photo Engraving" will aid you with your production problems. Send \$2.00

HORAN ENGRAVING CO., INC.

44 West 28th Street, New York 1, N. Y.
MUrray Hill 9-8585
Branch Off.: Newark, N.J., Allentown, Pa.

want
response?



- then use -

Curtichcolor® 3-D
"natural color with added depth"

- post cards
- circulars
- direct mail
- dealer aids

CURT TEICH & CO., Inc.
1733 W. Irving Pk. Rd., CHICAGO

Firm _____
Attn. of _____
Street _____
City _____ State _____

R-1

AGENCY DIRECT MAIL

Continued from page 22

how, because you have no temperaments or contract clauses to stop you.

The Fundamental Attitude

Creativity in direct mail has one more need . . . the help of a willing, ingenious and resourceful production buyer. In the average agency, the production man's job is limited to buying engravings, reprints, and mats. For direct mail, he must know all printing prices. He must know paper, folding, die cutting, binding and finishing . . . to say nothing of postal regulations, handling and addressing operations. And a good man must know even more than this. He, too, must be something of a showman. He must know where and how he can achieve special effects by special devices or processes. He must be tremendously resourceful.

Just as in print and in radio and television, there are many creative techniques, many tools, many do's and don'ts. There is, however, just one fundamental: *Your attitude toward it as a medium and as a creative function in the agency.*

At McCann-Erickson, we believe that direct mail, wherever possible, should be integrated with all other mass media. We consider direct mail worthy of the best creative personnel. If you own creative assignments in direct mail are attractive to the best talents, not only in pay, but also in prestige, your work in this medium can't help but prosper.

You will thereupon be doing a better job for your clients. And in the last analysis, this is your incentive, the very reason why you are in the agency business. You can do a better job . . . with direct mail. ●

BANKERS LIFE

Continued from Page 27

mail does for us is that *all* media (direct mail included) is measured in terms of marketing unit costs. On any given proposition where radio or newspaper can produce *qualified* leads at lower cost and/or with a higher conversion ratio than direct mail, that media is employed. Yet, through the years, direct mail has consistently been the most efficient mass marketing medium for Bankers lead development.

How Bankers' DM Program Works

Basically, we mail the telephone list (plus boxholders) by county and

by postal zone in the larger metropolitan areas. For example, we mail on a zone control basis in about 35 large cities out of 66 "possible-to-zone" cities in our territory. We have our 24,000,000 telephone list availability broken down into 5,500 reporting market units . . . and apply *both* advertising C.P.L., sales costs and premium receipts to each of these 5,500 marketing control units.

We have a two-fold objective "pull-wise." First, to get enough leads. Second, we must get these leads in a dispersion pattern which is in proportion to the number of agents we have working a given county or cluster of postal zones. Therefore, we mail fractions of our total availability monthly across the entire country.

For example, postal zone 34 in Chicago might be mailed four times a year on a $\frac{1}{3}$ basis (depending upon pull and conversion), while postal zone 14 may be mailed six times a year on a $\frac{1}{2}$ basis. Counties are divided fractionally in the same manner. In this way, we develop leads from a given county or postal zone each month, the number of leads being directly dependent on available manpower, acquisition cost and resultant premium per lead. Parts of Chicago, therefore, would be on a $\frac{1}{2}$ mailing basis, parts on a $\frac{1}{3}$, etc.

In addition, we rest the telephone list periodically with mail order and house lists and create the same dispersion pattern from the combination of these lists as well.

Putting the DM Approach Into Other Media Activity

Between Bankers' advertising department, our agency (Grant, Schwenck & Baker), our direct mail suppliers and a research consultant or two, we make every effort to coordinate our direct mail approach with other media activity.

In January of 1957, for example, the company sensed the need for a simple hospital indemnity policy to supplement people's existing coverage. Surveys had shown that the existing room rate coverage and surgical protections presently held by the consumer were not up to present day hospital costs and doctors' fees . . . not to mention the "extras bills" a person encounters when he goes into a hospital . . . extra bills on anything from baby sitter services to boarding out the dog. So Bankers designed and sent to the Marketing Committee the "P-39," a simple, streamlined policy that pays \$100 a week in the hospital

for 50 weeks, with only two exceptions: Mental illness and Normal childbirth. And it pays *over and above* any money collected from other hospital policies or money from Workmen's Compensation, etc.

The proposition was plain. The market was any one of the 110 million people presently covered, many of them with policies which had not kept pace with higher hospital and doctors' charges. We needed a "hook," something to make this wonderful new policy so believable that everyone would want to know more about it. Mind you, I didn't say, "something that would make everyone want it" . . . that's *not* advertising's job. At Bankers we're after the "lead" not the "sale" in our operation.

At Bankers, everything starts with the direct mail. And that's just what we did first to launch the "P-39." The direct mail approach, which later led into car cards, radio and even theatre advertising is shown and explained in the illustrations on these pages. These direct mail pieces are only a few samples of many which were tested . . . to find the right tie-in for our terrific "\$100 A Week" proposition.

How To Find A Young Market

Frankly, I know very little, actually, about the insurance business. Before I went with Bankers I had satisfied myself that Bankers was *really* a direct-to-consumer selling business and insurance just "happened to be the product." I remember my first interview with John MacArthur. I confessed to him that I didn't know a darned thing about insurance. His comment was: "We know that, but don't worry about it. We have plenty of people around here who know the insurance business, but not very many of them (excluding present company) know anything about advertising. So you'll do all right."

The reason I bring this up is that any insurance underwriter will tell you that on normal policy underwriting you need a good age spread on your policyholders. If your policyholders bulk up in the 40 to 65 age group, you can get badly burned on close underwriting.

So, not completely satisfied with the age spread we were creating on our "P-39" from radio, car cards, newspapers and mail, we cast about for a medium that would deliver a young market.

We found part of our answer to this problem in theater advertising. And our brand of theater advertising (with a distributed lead card built in)

turned out to be unique in the industry.

At Bankers, we all carry a precision-like little instrument in the uppermost pocket of our minds. It is known as *100% Lead Accounting*. Every advertising and sales dollar we spend is laid against "the lead" criteria on a marketing unit basis so that we come up with a report on *all* media by copy effort.

Each effort is evaluated and later tied into an acquisition cost report or "profit factor" report. In other words, we go from Lead Pull to Cost Per Lead, to Premium per Lead, to Advertising Cost per Premium Dollar.

After determining the most responsive approach lead-wise, we follow its

expanded use through persistency studies to arrive at a net profit factor on advertising and sales dollars spent and net premium received. We break this figure down to 240 sales districts and over 5,000 advertising control units. The net result, of course, is to permit us to capitalize on profit opportunities in every county and postal zone in 40 states and Hawaii.

In this way, we are always refining, always testing, always working toward greater profit which ultimately reverts to better coverage for our policyholders. It's a fascinating business . . . always fun being "different." And two I've really enjoyed telling you about this part of "The Bankers Life Story." ●



"Imagine
a portable,
electric collator
for only \$149.50"

the NEW Thomas "Desk-Top" Collator

Now for the first time a completely electric collator that is priced within the reach of every office . . . actually *half the price* of anything on the market. Yet, this new Thomas has the capacity to handle 8½ x 11 sheets of most tissue, onionskin, one-time carbon, bond, mimeo and even ½" cardboard. It's portable, light weight and extremely simple to operate. A flip of the switch and the tiresome time-consuming task of gathering pages into sets becomes an efficient, effortless job . . . *that's almost fun!*

Mail coupon . . . or ask your own stationer or office equipment dealer to make arrangements for a free demonstration.



THOMAS COLLATORS INC.

Thomas Collators Inc.
Dept. W, 50 Church Street, New York, N.Y.

- ☐ Sounds good . . . send literature!
☐ I'd also like a free demonstration.

NAME (please print) _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

Please send me your mailing list recommendations FREE OF CHARGE.

NAME _____

COMPANY _____

ADDRESS _____

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

WILLIAMS LADDERN INC.
 215 FOURTH AVENUE • NEW YORK 3, N. Y.
 PHONE: SPing 7-7460
 CHARTER MEMBER: National Council of Mailing List Brokers

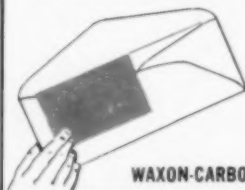
SEND THIS COUPON! It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

SELF-DUPLICATING 3"x5" INDEX CARDS

provides an automatic file record of mailing lists while addressing



EASY TO USE! Simply place self-duplicating card under flap of envelope or behind address area of letter before typing or using addressing machine. Write direct for **FREE** samples.

WAXON-CARBOFF, Inc., 8 Commercial St., Rochester 14, N. Y., Dept. D-1

OCCUPANT MAIL INFORMS 3 MILLION

One of the most controversial issues in the November elections was the so-called "Right To Work" law, on the ballot in several states.

In Ohio, where people voted "for" or "against" a Right To Work Amendment to the State Constitution, the issue was a hot state-wide topic of conversation long before election. An informed Ohio public had all the facts—pro and con—before they went to the polls. They got Right To Work facts from direct mail . . . in a mass occupant mailing which became one of the big stories of the Ohio elections. Here's how it began:

The Ohio Constitution requires the Secretary of State's office to contact each and every registered voter in the state on both sides of issues placed on the ballot by initiative petition. Prior to this time, the Secretary of State's Office fulfilled this constitutional requirements by obtaining voter lists from each of the 88 Ohio counties, and hiring crews of workers to hand ad-

dress the necessary material. This involved tremendous expense.

When Les Cullman of W. A. Storing Company, Occupant mailers at 239 North 4th Street in Columbus noticed a newspaper article asking the State Emergency board for \$150,000 to cover mailing of 3,000,000 pamphlets . . . he wrote a letter to Secretary of State Ted Brown. Les outlined Storing's services, describing coverage by occupant mailing. Two days later, the Secretary of State called Les in for an interview; and Les emphasized the amount of money that the State of Ohio could save by employing occupant mail.

As a result of the correspondence and sales presentation, the State Purchasing Department officially submitted the printing and mailing services to open competitive bids. Storing's bid was low. They were awarded the complete mailing contract for the entire state.

When Secretary of State Brown toured the Storing plant during the first mailing of 1,590,000 pieces, the event was covered in a special TV broadcast filmed during the mailing operation. The occupant mailing also generated

countless newspaper publicity throughout the state . . . with many papers boosting the efficiency and economy of occupant mail. Most every article emphasized the mailing's biggest benefit:

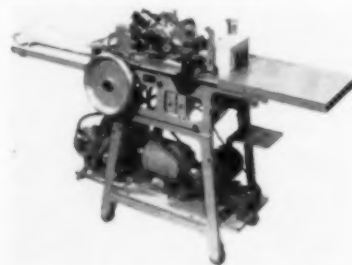
The State of Ohio saved taxpayers \$65,000 by using a professional occupant mailing house.

The entire 3 million mailing was completed way ahead of schedule . . . which gave an informed public plenty of chance to hash over the Amendment's pros and cons long before the polls opened.

In Ohio as elsewhere. The Right To Work Amendment lost. But by saving the state thousands of dollars in a civic, non-partisan accomplishment . . . direct mail won. Because of widespread election-time publicity created by this effort, Occupant mail is better understood, and better liked, in Ohio. •

LABELING MACHINE ANNOUNCED

The Seal-O-Matic Machine Mfg. Co. Inc. of 145 Hudson Street, New York 1, N. Y. introduces a new piece of equipment for the mailing industry. The machine is a fully automatic, single gummed label affixing machine known as the Address-Affix.



This machine has been developed over the last few years to fulfill the needs of the mailing industry for a way to affix single gummed labels on mailing pieces, at high speed, with accurate registration, and without excess splatter so that even empty envelopes may first be labeled and later put thru an inserting machine without difficulty.

The machine affixes gummed address labels of approximately 7/8" high and from 2" to 3 1/4" wide at a speed of from 8,000 to 12,000 per hour. These labels can be affixed to envelopes, self-mailers and individual cards. Registration is within 1/16 of an inch. The machine is of a heavy duty type, designed to work continuously day after day.

Mailing pieces are fed thru the ma-

chine by a suction type feeder similar to that used on the famous Seal-O-Matic sealing machine and which has proven itself successful for more than twenty-five years. The Address-Affix has had a testing period during which many millions of pieces of all types have been labeled successfully.

The machine is ready to go. Use of the Address-Affix for labeling reduces the cost of labeling to a fraction of that for hand labeling. The precision and near perfect registration of machine labeling makes it far superior to that done by hand. Will handle mailing pieces 3"x5" up to 10"x13" in size.

For further details of the Address-Affix contact Seal-O-Matic Machine Mfg. Co. Inc., 145 Hudson Street, New York 13, N. Y., Walker 5-0690.

SAYING "NO" GRACEFULLY

Some time ago, the A. J. Wood & Co., 1518 Walnut St., Philadelphia 2, Pa., made a mailing to savings and loan associations telling them about a research method of business development and asking for inquiries.

To the inquirers who didn't contract for services . . . the following letter was mailed:

Dear Mr. Blank:

Sometime ago you asked us for further information regarding our RMBD* method of building new business for your bank.

Testifying to the wisdom of your interest is the fact that more financial institutions are utilizing this service now than at any other time in our history. Now, of course, with vacations over and the maximum number of people "at home" is the ideal time to start your program.

To help you reach this decision, we will supply 50 extra interviews free for every 1,000 contracted, providing we hear from you within a reasonable period.

If you wish to consolidate your present resources as well as build new business in the best possible way — through friendly personal contact — write me today or use the enclosed card again.

Remember, you and I can wait, but your competition won't!

Sincerely,
(signed) Julian T. Machat
Julian T. Machat, Manager,
West Central Division

Arthur L. Sulzburgh, assistant to the president of Wood & Co., sent us copy of reply received from an Illinois Savings & Loan Assn. He thought it was a fine example of how to say "no" gracefully. Says Mr. Sulzburgh, "It was one refusal which we kind of

SPEED TYING OF OUTGOING MAIL SAVE TIME-LABOR-TWINE

TIE LETTERS - PARCEL POST - CHECKS
PAPERS - CIRCULARS - LABELS - BOXES
with a AUTOMATIC PAK-TYER



There is an ALL-PURPOSE PAK TYER for every application. Ten times faster than hand tying. Easy to operate and maintain. All bundles and packages can be automatically tied without any adjustment. 3 to 24 ply twine, as well as tapes and braids can be used. Several models to choose from. LET FELINS CUT YOUR MAILING COSTS. WRITE FOR CIRCULARS AND PRICES NOW.

FELINS TYING MACHINE CO.
3351 N. 35th St.
Milwaukee 16, Wis.

For top response . . . use the new

AHREND Cello LETTER

UNIQUE • ATTRACTIVE • INEXPENSIVE

Call PL 1-0312, or write now for sample and low costs.

AHREND ASSOCIATES / 601 madison ave., n. y. 22 • plaza 1-0312

enjoyed receiving." Here is the letter:

Dear Mr. Machat:

Thank you very much for your reminder of the RMBD method of building new business. Your letter was a studied example of beautiful "you-ism." It had glamor, attention, and my interests at heart. It offered a special incentive. The closing sentence was well thought out.

Although I am not buying, I want you to know that if I would buy, your letter would certainly be the reason for it. We are not in the market for this service. Your letter certainly ought to sell anybody who is at all near the middle.

Sincerely,
(signed by Assistant Vice President)

MONEY-SAVING MAILING

The Hospital Center at Orange, New Jersey issues a frequent newsletter called "Good Health News." It is a four-pager, interestingly written. But every year during December, the hospital makes a drive for contributions. It usually necessitated a first class mailing, enclosing a business reply envelope. This year, according

to Brent Snodgrass, public relations representative, the hospital staff came up with a new format to save postage and mailing cost.

The holiday edition of the newsletter was same four-page format for self-mailing, but a rectangular space was die-cut within bottom left-hand portion of third page. Also, a half-circle die-cut was made at bottom middle edge of third page. Return envelope was imprinted with recipient's name and address on back flap. Return envelope was inserted and four-pager was sealed with round gummed sticker at half-circle die-cut. Sticker held envelope in place. Address on envelope appeared through die-cut on fourth page, folded twice for self-mailing. Saved a lot in postage . . . but copy tie-in on third page was excellent.

According to reports, reaction to mailing was excellent. Contributors to worthy causes like to be reminded that their money is not being spent extravagantly.

Envelope manufacturers might not like this idea, but anything which helps the effectiveness of direct mail in any category of endeavor eventually helps everyone.

List Available
225,000
PROFESSORS

THE EDUCATIONAL DIRECTORY is a complete, accurate and intelligently classified list of college and university personnel in the United States. Over 225,000 names are classified into five major divisions: Humanities, Physical Sciences, Social Sciences, Biological Sciences, and special and general libraries. The names are obtained from lists used by the institutions themselves, and further sub-classified to insure accurate mailing. Lists — on Addressograph plates — are constantly cleaned and rent for \$14.00 per thousand — about 10% rent for \$20.00 per thousand. The Educational Directory is owned by the Association of American University Presses. For a descriptive booklet, write —

THE EDUCATIONAL DIRECTORY
1525 E. 53rd St., Chicago 15, Illinois

Read-Me-First

power of four color process
pictures on your ENVELOPE
(and letterheads, too!)

FREE KIT when requested on
business letterhead

Top quality . . . bottom prices

Colortone Press
Color Stationery Specialists

2412-24 17th St. N.W., Wash. 9, D. C.

PREMIUM LISTS

Write for Information—Ask for List No. 4

ROSKAM POST OFFICE BOX 855
KANSAS CITY 41, MO.

Automatically Typewritten
HOOVEN LETTERS
WESTBURY LETTER SERVICE

2001 Wellington Court, Westbury, N. Y.
Edgewood 4-2383

WANTED

Flexowriter Model FG-80, 6
Channel, good condition, write

ROSKAM POST OFFICE BOX 855
KANSAS CITY 41, MO.

FAST
APPLY LABELS
Any Roll or Strip Label
WITH **WING MAILER**
CHAUNCEY WING'S SONS
GREENFIELD, MASS.



NOTES IN BOTTLES INFORM DAIRIES

Just like their routemen, heads of dairies throughout the country recently received notes in milk bottles. Instead of cryptic little messages driver-salesmen find on doorsteps during their pre-dawn deliveries, the neatly-printed memos received by dairy executives were delivered by mail in sturdy circular cartons. Th half-pint bottle inside, capped with a Crown Cork and Seal Company P-38 Dacro aluminum cap, contained a brief message from Crown's Robert Roche, supervisor of dairy product information (pictured above).

His note was short and to the point. It announced that Crown's P-38 (Pre-formed, 38 MM) cap was now being used by 22% of the industry.



Ten days later the dairymen received a small booklet die-cut in the shape of a Dacro bottle cap. Brief copy reminded them of the economy made possible by the single capping Crown Dacro capper, developed by Crown along with the Dacro cap. Labor saving features and reduction of glass and milk loss were explained simply. A return card invited inquiries on Dacro caps and Crown bottle filling equipment.

A week later the mailman delivered a 12-page folder, die-cut in the form of a milk bottle. It explained the P-38 cap efficiencies in more detail.

The Crown Cork and Seal promotion is the culmination of a long-range program to provide the dairy industry with an efficient and economical cap. Crown developed the Dacro, consisting of aluminum and paper bonded together, in 1946. To make the cap as economical to dairies as possible Crown engineers also developed a bot-

tle which would take the smallest size cap still providing a satisfactory pouring opening. They also perfected a simple capper to handle the new cap and bottle.

Driver-salesmen training programs, offered by Crown to dairies adopting the Dacro cap, promoted the "Sealed! Not just covered" theme in educating consumers to the advantage of the new cap. And a wholesale bottle renewal program began in many large dairies, many of whom were paying more for bottle caps than bottles before Dacro caps were introduced. Today, dairies are paying the same for caps as they were 20 years ago.

Crown is again telling its story to dairymen everywhere, using the familiar "note in the bottle" vehicle to put across a 12-year message. •

DIRECT MAIL USED TO SELL DIVERSIFIED PRODUCT

Reporter's Note: We've been intrigued by the many diversified mailings of the Pilgrim Badge & Label Corp. (278 Babcock St., Boston 15, Mass.) Wanted to know how their operation worked . . . so wrote for information, which is how we get most of the interesting case histories for The Reporter. We'll give you most of the letter received from Sam Schultz, assistant advertising manager, which should give you a clear picture of a busy and profitable direct mail operation.

The Pilgrim Badge & Label Corp. started merely as a badge and pennant business at the turn of the twentieth century. Today, ranked as one of the nation's outstanding plastic and textile printing houses, Direct Mail, like the products emanating from Pilgrim, has to be extremely diversified.

Pilgrim Plastic Products Co. and Pilgrim Badge & Specialty Co. are two of the divisions of the Pilgrim Badge & Label Corporation. The entire advertising and direct mail program is co-ordinated in one central base of operations. The task of selecting the elements to be saturated, the new products to be highlighted and the areas to be covered falls to William Epstein, the young sales manager.

Although only twenty-seven years old, Mr. Epstein is thoroughly aware of the problems confronting users of labels, plastic advertising specialties and badges. Prior to taking over the reins, Mr. Epstein spent several years in the factory, learning his trade.

Working closely with Mr. Epstein, is Sheldon Saltman, the advertising manager. Mr. Saltman came to Pilgrim from the Gillette Safety Razor Company and Pilgrim has found that although the budget

is a great deal smaller than that of the Gillette organization, the forward look, the varied products and the need for merchandising products is even more important.

The entire advertising budget is broken down into three categories:

- (1) Trade Paper Advertising
- (2) Booths and Show Displays
- (3) Direct Mail.

The percentage of money allotted to each of these categories is figured thusly:

- (1) Trade Paper Advertising—15%
- (2) Booths and Show Displays—5%
- (3) Direct Mail—80%

How is this 80 per cent utilized. First of all, a trademark or symbol had to become established. This is done by the creation of "Peter Pilgrim." Peter, as you can see, is a comical character and he has a slogan always at his fingertips that portrays what he is trying to convey to the reader.

Peter Pilgrim comes in varied sizes, shapes and dress. For example, when he is selling a football badge and pennants he might be the referee standing underneath the goal post. Perhaps he is asking for inside information as to why we haven't received somebody's label business and then he is the old cloak and dagger villain that people in the nickelodeon days used to hiss. Or Peter may be selling plastic calorie charts from our Home Economics department. In that case, he is bursting his stomach buttons and tipping the scales at a rotund 350 pounds.

All mailings contain samples of the products and request action on the part of the recipient. Pilgrim manufactures well over 100 different specialty items. A brief glimpse of a small portion of these items might be a good rationalization as to why there are three different divisions.

Serving over 89 per cent of the nation's rug trade plus the furniture and bedding industry, the garment manufacturers and anybody who might need printed silk, satin, cotton, plastic sew-on, iron-on or press-on streamers or labels, it is necessary that a constant flow of direct mail involving new developments, recent ideas and even changes in various laws be sent to the concerned parties.

In addition to the label end of the business, badges and specialty items of all types must be constantly promoted. All the way from seasonal events to creation of meeting badges such as the ones which are done for the Direct Mail Advertising Association. Moreover, a concerted effort is put forth in promoting the plastic specialty items. In many cases, these plastic specialty items are in turn used as direct mail good will messages by those who purchase them. For example, pocket sized calculators, calendar cards, caterers' signs, charts, circuits, credit cards utilized by oil companies, restaurants etc.; diagrams, dials, display covers, display signs, eraser shields, point-of-purchase shelf strips, slide rules and in fact any item that can be die-cut, printed, laminated or planished in plastic.

Of course, a constant flow of direct mail in the way of "cold solicitation" is sent out daily. Thousands of letters leave the

home office with carbon copies to the field sales force for follow-up with potential clients. In such a manner, the field salesmen are kept informed as to the new developments of his plant and they are able to speak coherently and effectively to anyone who might be a potential user of new ideas. The slogan at Pilgrim is, "TOMORROW'S IDEAS TODAY."

DO DOCTORS READ DIRECT MAIL?

Clark-O'Neill, Inc., 1 Broad Ave., Fairview, N. J., sent us this recent case history:

The publishers of a medical journal wanted to determine physicians' opinions about their own and four other leading medical journals. To every fifth doctor on Clark-O'Neill's list of physicians under 65 in private practice, they mailed, first class, a letter and a questionnaire in an envelope bearing a name which was completely unknown to the physician. A business reply envelope was enclosed for the doctor's convenience in returning the questionnaire. The letter offered nothing. It asked the doctor to "help solve a problem of importance to us." (The US was the publisher, not the doctor.) Out of 26,439 questionnaires mailed, 9,132 were returned completely filled out, within two weeks, a total of 34.61%.

LISTS CAN BE DIFFICULT

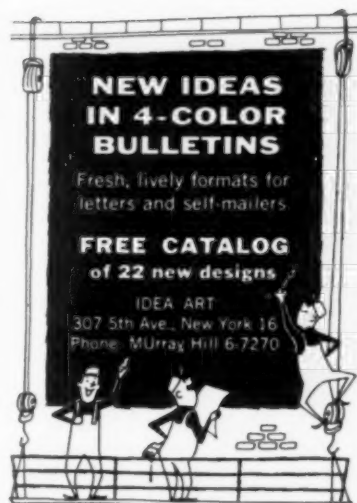
Leo Gans, president of National Business Lists, 549 W. Fulton St., Chicago 6, Ill., passes along a story which illustrates the difficulty of keeping lists up-to-date.

Perry Thomas, who is with R. L. Polk here in Chicago, hasn't moved in the last three years. Yet his address has changed four times.

He started out at RR4, Box 205 B in Elgin. This was changed to RR4, Box 407; then to RR2, Box 407.

Next, his post office was changed from Elgin to St. Charles. He was still RR2, Box 407 until the St. Charles PM changed that to RR2, Box 374.

Perry says both postmasters have complained to him during this period about notifying correspondents of his new address. He's solved the problem—he hopes—by taking a box at another post office. ●



Proprietary Drug Company
wants to participate in
**COOPERATIVE
MAILING**
of non-competitive products.
SUBMIT PARTICULARS

Call New York, Circle 5-1612
or write Box #13, c/o this magazine

MAIL ORDER LISTS

Write for Information—Ask for List No. 5

ROSKAM POST OFFICE BOX 855
KANSAS CITY 41, MO.

Save on New Addressograph Plates and Frames

B or E Frames — \$27.00 per M
B or E Plates — \$6.00 per M
Speedamat Plates — \$24.00 per M
Many Other Styles Available
Samples and Price List Available

Dean-Forrest Co.
75 Beacon Street
Boston 8, Massachusetts

Farmer's Names

Write for Information—Ask for List No. 3

ROSKAM POST OFFICE BOX 855
KANSAS CITY 41, MO.

UPGRADING LETTER COPY

by Paul J. Bringe
Milwaukee Dustless Brush Co.

Here is a letter sent in by a Reporter reader with the comment that it could be improved. What the reader probably felt was a lack of welcome, a lack of cordiality we look for in any letter connected with a vacation we are planning or dreaming about.

When we go on vacation we want to find friendly people. We are leaving friendly surroundings for unknown territory. We won't be able to call on our neighbor next door for help if we need it, we won't be able to call Joe at the gas station if we have car trouble. We think strangers are to be watched until they prove themselves trustworthy.

This natural desire to be safe wherever we are, to be among friends, is the foundation for the success of such activities as the Diner's Club, Duncan Hines, Triple A, travel agencies and guided tours. It is also the reason why certain areas of our country are avoided. Let any town get a reputation as a speed trap or be known for its barrel-head justice and tourist business evaporates.

The very act of making a reservation displays this desire to insure a friendly welcome. The writer wants information on rates and accommodations, of course, but he wants even more to know that he is welcome. A letter of reply that says a real flesh-and-blood person is writing cannot fail. People seldom buy things—they buy people.

The Shorecrest letter starts with the hackneyed "In reference to your inquiry . . ." This opening is never good but it is at least accepted when writing to business people who write fifty letters a day and may have forgotten they wrote to you. But the fellow who has written for vacation reservations hasn't forgotten—he knows he has written and is waiting for your answer. Why freeze his enthusiasm with a string of cold 25 cent Latin words in the first sentence? The reader is not visiting a bank to discuss a loan, he is going on a vacation and wants to have fun.

The next negative phrase is in the fourth paragraph. "We feel that in the event you do come to Galveston . . ." Never, never, never suggest that your reader might not buy your product or service. Always assume he wants it—always assume there is no other wise choice for any right thinking man. Your competition will

AFTER

Dear Friend:

I hope you will be our guest soon.
It's a pleasure to hear you are planning a vacation in Galveston. You are going to enjoy our city because we have so much to offer.

You'll want a view of the Gulf, of course. You will have it at the Shorecrest. It's one of the extra features that makes staying with us a special vacation.

We have spacious rooms here, all with two double beds - and mattresses that let you sleep like a kitten. Each apartment has a kitchenette with refrigerator, large tile bath and tile shower. Everything is furnished but the dishes which the Health Inspector says we may not supply. There is fun for the children too - a large fenced in play area to keep them safe and happy.

All this is just \$6.00 a day for two people. Family rate \$8.00 a day.
To hold a reservation for you we need just one day's rent in advance. Tell us when you are coming so we can roll out the red carpet. I hope to hear from you soon.

Cordially,

P.S. Enclosed is a folder describing all the fun and relaxation waiting for you in Galveston. If you have some special tours in mind, or anything else you would like to do, we'll be glad to help when you get here.

BEFORE

SHORECREST
Overlooking The Gulf Of Mexico
GALVESTON, TEXAS

Dear Guest:

In reference to your inquiry pertaining to accommodations for a vacation in Galveston, we sincerely appreciate this opportunity to describe our facilities to you.

Our motel is modern in every respect and is equipped with large tile bath-rooms, spacious tile showers and kitchenettes with electric refrigeration. We furnish all the required linens, but due to sanitary regulations, we do not furnish either dishes or utensils. For the convenience of our guests and the safety of their children our motel now has a "fenced in" recreation area for the youngsters.

The rate on the above described unit is \$6.00 per day for two people and the family rate is \$8.00 per day. Bedrooms are furnished with two double beds.

We feel that in the event you do come to Galveston for a vacation this year, a stay at our establishment will be a most pleasant one. We try at all times to make our guests feel perfectly at home and this makes for a most distinctive atmosphere.

It is our policy to require an advance deposit of one day's rent on all mail reservations. Until hearing more from you in this regard, as well as more definite information as to arrival date, we close, remaining as ever.

Yours very truly,

SHORECREST MOTEL

James H. Anderson
James H. Anderson, Manager

41st and Boulevard
Galveston, Texas

P. S. Winter rates for period of 15th September to 15th May are \$4.00 per day for two people and \$5.00 per day for family group in above described accommodations. Special weekly and monthly rates available during winter season on request.

suggest alternatives quickly enough so why help?

The last paragraph says, "It is our policy to require . . ." This is a favorite dodge of the writer who does not want to give the real reason for his action. Calling it a "policy" makes it impersonal—and that's the worst damage it can do. Anytime you take you out of a letter and put in "policy" or the "company" or the "management" you are freezing your reader. Suddenly he is no longer dealing with people but with a cold, unreasoning, unthinking and immovable organization. Or so he thinks. And he is probably right. Have you ever encountered a corporation that smiled or said, "Hello"?

The rewrite tries to build up the reader's anticipation of a pleasant stay in Galveston. It promises him fun and relaxation and tries to speak in an informal and friendly manner. That's what the reader is looking for and it is so easy to supply.

Ideally a letter from a hotel or motel should try to sell features of the city that a visitor would want to see. These are the reasons tourists go anywhere and yet they do not cost the motel operator a penny. In checking an encyclopedia I could not find much information about Galveston likely to interest a visitor. However, the local Chamber of Commerce should have plenty of it. I would enclose enough to make the reader want to come.

MAILING IN CANADA!

Postage rates for Third Class Mail In Canada is still 2¢

Analyses of Canadian customs affecting bulk shipments of advertising material into Canada free upon request.

Canada's Largest Direct Mail Organization

Herbert A. Watts

135 Liberty Street
Toronto 3, Ontario, Canada
Branch in Montreal

Auto-Typed Letters

Kirban Associates offers Auto-Typed letters as low as 8 cents per letter (in qty. or on contract rates). 1000 letters only 10 cents per letter. Price includes 2 personalizations. Quality work on IBM equipment. Letter writing, counselling FREE.

KIRBAN Associates, Inc.
5673 Ogontz Ave., Phila. 41, Pa. • NAtack 4-1352

as low as
8¢
per letter

Rates \$1.50 per line \$1.00 Situation/Help Wanted Minimum 4 lines
Address: Classified Dept., The Reporter, 224 7th St., Garden City, N. Y.

CLASSIFIED ADVERTISING

ADDRESSING PLATES

POLLARD-ALLING — embossed and linked at \$25.00 per M; special rates for two liners and OCCUPANT; accuracy and delivery guaranteed; weekly capacity 75-100 M.

JACKSON EMBOSSEING SERVICE
4 S. Williams St., Whitehall, N. Y.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. **Martin Advertising Agency**, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils
Call your list broker—**TODAY**
or Toke's, St. Catharines, Ontario

FREE MAILING LISTS

OVER 2 MILLION NAMES ON PLATES GUARANTEED 100% ACCURATE

ELECTRONIC SELECTED CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions

Choice of 350 Other Lists

"We Charge ONLY for Addressing"
(Usually Completed within 3 Days).

Write for FREE Catalogue.

SPEED ADDRESS KRAUS CO.

48-01 42nd St., Long Island City 4, N. Y.
Stillwell 4-5922

MAILING LISTS

MAILING LISTS — 400,000 carefully selected names in Protestant field. Individual lists of clergyman, laymen and laywomen, Religious Education Directors, Bible Teachers, Chaplains, Youth Leaders and many others. Write for free brochure "Protestant Religious Lists". Macfarland Company, Box 540-D, Westfield, N. J. Up-to-date occupant lists Norfolk, Va. area—fast low cost service. Al B. Cogsdale GPO 1388 Norfolk, Va. MA-3-1196.

ATTENTION: Mail Order operators and list buyers! Half million current, live "opportunity seekers." Names on gummed labels. Special test offer \$8 per thousand. Richton Company, 231 Wyoming, Maplewood 13, New Jersey.

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines as Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

40,000 quality names of Owners and Directors of summer camps, recreation areas, parks, resorts, motels, etc. Used successfully by many firms during the past ten years. Send today for free brochure "Selected List of Camps". Macfarland Company, Box 540-D, Westfield, New Jersey.

NAMES WANTED

Denture users and rural names wanted. Baker, Box 95, Elyria, Ohio.

WANTED

Used 2600 series Speedamat Machine with or without old style feed.

M. S. Co., 63 So. 13th St., Minneapolis, Minn.

MACHINE FOR SALE

Scriptomatic . . . in excellent condition . . . sacrifice. Box 15, The Reporter, Garden City, N.Y.

Mailing Machines and Supplies

REBUILT ONE YEAR GUARANTEE.

Addressographs, Graphotypes, Speedamat, Elliott Machines. Also plates, stencils, frames, trays, cabinets. Embossing Addressograph and Speedamat plates. Also, mail bag racks, Tying machines, Sealers, Folders, Letter Openers and Pitney Bowes. Mailers, 40 West 15th Street, New York 11, New York.

SPEEDAMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$35.00 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York. JUdson 6-3530.

SPEEDAMAT—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.

POLLARD-ALLING—3 line proofed and linked \$27.50 per M.

Advertisers Addressing System
703 N. 16th St. St. Louis 3, Mo.

PRINTING

OFFSET—1,000 8½ x 11, \$5.50, 5M/\$19. 16-lb White or colored band. Fast! 5,000 colored circulars, \$39. Complete: Art, copy, layout, printing. **PROMOTION SERVICE—D**, 385 Broadway, N. Y. 13, N. Y.

HELP WANTED MALE

MAIL-ORDER PUBLISHING

Long established firm has opening for ambitious young man, to learn the business. Should be interested in writing, including advertising, good at figures, good at details and good at getting along with people. Mail order, graphic arts, writing, publishing experience helpful but not essential. Ideal living and working conditions in Fairfield County, Conn. Please write in detail about yourself. Box 11, The Reporter of Direct Mail Advertising.

HELP WANTED

Seeking manager for art correspondence school, experienced all phases — promotion, fulfillment, complete operation. Attractive proposition. Box 12, The Reporter of Direct Mail Advertising.

BUSINESS OPPORTUNITIES

49% to 95% PROFIT EASY. Sell Mail Order or direct. Name brand Watches and Rings. Your own 3-color catalog. Merchandise drop shipped. No investment. Complete details free. **COLEMAN COMPANY**, 1218-GA West Olive, Burbank, California.

BUSINESS OPPORTUNITIES

Experienced creator and producer of syndicated direct mail would like to merge present profitable operation with similar. Will consider outright purchase of firm showing comfortable five figure profits. Box #14, The Reporter of Direct Mail Advertising.

OFFSET CUTOUTS

DE LUXE CLIP BOOK NO. 1 contains 1000 alphabetized promotional heading specimens for offset reproduction. Sales ideas galore, in various lettering styles. Many reverses. 40 pages, 8x10½ in. Was \$5.00, now only \$3.00 postpaid.

A. A. ARCHBOLD, PUBLISHER
P.O. Box 20740-K Los Angeles 6, Calif.

Direct Mail

Directory

LISTINGS ONE LINE PER ISSUE, \$24.00
PER YEAR UNDER SPECIAL HEADINGS,
\$30.00 PER YEAR.

ADDRESSING

Creative Mailing Service, Inc., 460 N. Main, Freeport, N. Y. (FR 8-4830)
Merit Mailers, 28 Sterling Street, East Orange, N. J. (OR 2-3990)
U. B. Mailing Service, 16930 Ventura Blvd., Encino, Calif. (ET 8-1252)

ADDRESSING AND MAILING

Mailmasters, Inc., 81 Armour Place, Dumont, New Jersey (DU 5-2399)

ADDRESSING MACHINES

Mailing Equipment Co., 40 W. 15th St., N. Y. 11, N. Y. (CH 3-3442)
Mechanic's Business Machine Corp., 30 E. 19th Street, New York, N. Y. (AL 4-8977)

ADDRESSING PLATES AND EQUIPMENT

Dean-Furrow Co., P. O. Box 14, Rovers 51, Mass.
The Pengad Companies, Pengad Building, Bayonne, New Jersey (BE 6-5625)

ADDRESSING — TRADE

Belmar Typing Service, 91-71 111th St., Richmond Hill 18, N. Y. (VI 6-3222)
Rao Lewis Addressing, 507 Schenectady Avenue, Brooklyn 3, N. Y. (BR 3-4793)

ADVERTISING ART

A. A. Archbold, Publisher, P. O. Box 20740, Los Angeles 6, Calif. (RI 9-9488)
Idea Art, 307 Fifth Avenue, New York 16, New York (MU 6-7279)
ViewPoint, 133-11 76th Road, Flushing 67, New York

ADVERTISING BOOK MATCHES

Match Corp. of America, 3423-43 48th Pl., Chi. 32, Ill. (VI 7-2244)

ADVERTISING SPECIALTIES

Flexo-letting Co., Inc., 305 East 46th Street, New York 17, N. Y. (PL 3-4043)
Grosz Reproductor Corp., 135 Beechwood Avenue, New Rochelle, N. Y. (NE 3-8690)

ANALYSIS, CONSULTATION, COPYWRITING

Troy M. Rodman, T. & D. Rodman, 1832 M St., N.W., Wash. 6, D.C. (RE 7-3433)

AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Ill. (BA 7-3486)
D & A Automatic Mailings, 918 North Fourth St., Milwaukee 2, Wis. (BR 3-7531)

BOOKS

Americana Press, 2185 Sherman Avenue, Madison Wisconsin (CH 4-1277)
Art & Tech. of Photo Eng. Hears Eng. Co., 44 W. 28, N.Y.C. 1 (MU 9-8545)
Reporter of Direct Mail, 224 7th, Garden City, N. Y.
Does That Climb Trees, 1.00
How To Get The Right Start in Direct Advertising, 1.00
How To Think About Direct Mail, 1.00
How To Think About Letters, 1.00
How Direct Mail Solves Management Problems, 1.00
How To Think About Showmanship in Direct Mail, 1.00
How To Think About Mail Order, 1.00
How To Think About Production and Mailing, 1.00
How To Think About Industrial Direct Mail, 3.00

BUSINESS FORMS

Cartet Printing Company, 480 Canal Street, N. Y. 13, N. Y. (WO 6-1434)

COLLECTIONS

Artline Service, 3 Yates Street, Schenectady 5, New York

COPYWRITERS (Free Lance)

Glenn L. Anderson, 14233 Margolia Blvd., Van Nuys, Calif. (RT 5-2423)
Orville E. Reid, 100 N. State St., Howell, Mich. (TE 6-51)

DIRECT MAIL AGENCIES

Ahrend Associates, Inc., 601 Madison Ave., N. Y. 22, N. Y. (PL 1-0312)
American Mail Advertising, Inc., 610 Newbury Street, Boston 15, Mass.
Leo P. Reitz Jr., 64 E. Jackson Blvd., Chi. 4, Ill. (JA 7-9187)
The Buckler Organization, Phila. National Bank Bldg., Phila. 7, Pa.
Curtin & Pease, 1814 Jefferson Avenue, Toledo 2, Ohio
Direct Mail Services, 176 Locke St., N. W., Atlanta 3, Ga. (JA 3-3988)
Bert Garmine Associates, Inc., 500 Madison Ave., New York 22, N. Y. (PL 3-6111)
Harrison Service Inc., 210 East 50th Street, New York 22, N. Y. (PL 1-2520)
Hicks-Murphy Div. of James Gray, Inc., 210 E. 45th St., N. Y. 17, N. Y. (MT 3-8660)
John M. Lord & Co., 371 Newbury Street, Boston 16, Mass. (CO 7-1020)

McVicker & Higginbotham, Inc., 211 E. 40th St., New York 17, N. Y. (PL 3-7285)
Monogram, Inc., 515 Madison Avenue, New York 22, N. Y.
R. L. Polk & Co., 421 Howard Street, Detroit 21, Mich. (WO 1-9470)
Reply-O-Letter, 1 Central Park W., N. Y. 25, N. Y. (CI 9-8118)
Reply-O-Letter, 664 No. Michigan Ave., Chicago 11, Ill. (MI 3-2856)
Reply-O-Letter, 10 Post Office Square, Boston 5, Mass. (HA 6-1555)
Reply-O-Letter, 1750 E. 23rd St., Cleveland 1, Ohio (PK 1-8470)
Reply-O-Letter, 14700 Dasher Blvd., Detroit 32, Mich. (DI 1-2221)
Reply-O-Letter, 3515 Mail-Well Drive, Portland 2, Ore. (OL 8-3141)
Reply-O-Letter, 1485 Bay Shore Blvd., San Francisco, Calif. (JU 6-2267)
Reply-O-Letter, Inner Court, 33 Scott St., Toronto 1, Canada (EM 3-8797)
Reply-O-Letter, 167 Queen Street, Brisbane, Australia (B2411)
Responda-Letter, 411 S. Sangamon St., Chicago 7, Ill. (MO 6-8478)
Richardson-Shaw Inc., 15555 W. McNichols Rd., Detroit 35, Mich. (BR 3-9555)
Paul Rowland, Inc., 149 Lafayette Street, New York 13, New York
The Rylander Co., 216 W. Jackson Blvd., Chicago, Ill. (KA 6-4700)
The Smith Company, 67 Beale St., San Francisco, Calif. (SU 1-6544)
Tallman, Smith & Associates, 410 N. Michigan, Chicago 11, Ill. (VR 1-9601)
Lloyd F. Wood Associates, 1619 Wisc. Ave., N. W., Wash. 7, D. C. (CO 3-9942)

DIRECT MAIL CONSULTANTS

Robt. W. Gilbert, 6741 Deleon, Long Beach, Calif. (GB 1-3241)

DIRECT MAIL EQUIPMENT

American Wood Type Mfg. Co., 42-25 Ninth Street, Long Island City 1, N. Y.
Auto-Typist, 2323 N. Pulaski R., Chicago 29, Ill. (EV 4-5151)
Bell & Howell, Phillipsburg, N. J.
B. H. Bunn Co., 7663 S. Vincennes Ave., Chicago 20, Ill. (BU 3-4455)
Fidins Typing Machine Co., 3351 N. 35th St., Milwaukee 16, Wis. (RI 5-7131)
Friden Calculating Machine Co., Inc., 2350 Washington Avenue, San Leandro, Calif.
Photostat Corp., Offset Duplication Division, Rochester 3, New York
Pitney-Bowes, Inc., Stamford, Conn. (PI 3-2821)
Scriptomatic, Inc., 310 N. 11th St., Phila. 7, Pa. (D 1-2151)
Thomas Collator, Inc., 50 Church Street, N. Y. 7, N. Y.
Waxon-Carhoff, Inc., 8 Commercial Street, Rochester 11, N. Y.
Chaudrey Wing's Sons, 78 Pierce Street, Greenfield, Mass.

ELLIOTT STENCIL CUTTING

Ellie Business Service, Inc., 32-12 33rd St., Long Island City 6, N. Y. (AM 8-4302)
Creative Mailing Service, 460 N. Main St., Freeport, N. Y. (FR 8-4830)
Elliott Addressing Machine Co., 117 Leonard St., New York 12, N. Y. (WA 5-1372)

ENVELOPES

The American Paper Products Co.
Envelope Terrace, Southern Blvd. at McClurg Rd., Youngstown, Ohio (SK 8-4345)
Atlanta Envelope Co., P. O. Box 1267, Atlanta 1, Ga. (TR 6-3686)
Berlin & Jones Company, 601 W. 26th St., N. Y. C. 1 (WA 4-4406)
The Boston Envelope Co., 207 High St., Dedham, Mass. (PA 7-3600)
Samuel Cupples Envelope Co., 360 Furman St., Brooklyn 2, N. Y. (TR 5-6285)
Cupples-Hesse Corp., 1483 Kossauque Way, Des Moines 14, Iowa (AT 8-5737)
Cupples-Hesse Corp., 3633 Michigan Ave., Detroit 16, Mich. (BA 6-7369)
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis 15, Mo. (BY 3-3700)
Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Detroit Tullar Envelope Co., 2129 Howard St., Detroit 16, Mich. (TA 5-2700)
Garden City Envelope Co., 3891 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)
Gaw-O'Hara Envelope Co., 506 N. Sacramento Blvd., Chi. 12, Ill. (NE 8-1200)
The Gray Envelope Mfg. Co., 55 33rd St., Brooklyn 32, N. Y. (ST 8-2900)
Heo Envelope Co., 72 Charlton St., Rochester 14, N. Y. (HA 6-2404)
Soland Press, 860 Board of Trade Building, Kansas City 5, Mo. (IR 1-1833)
The Standard Envelope Co., 1600 E. 38th St., Cleveland 14, O. (PR 1-3900)
Tension Envelope Corp., 1918 & Campbell Sts., Kansas City, Mo. (TA 1-0082)
Tension Envelope Corp., 370 Madison Avenue, New York 16, N. Y. (LE 2-6112)
Transo Envelope Company, New York, N. Y. Los Angeles
United States Envelope Co., 400 Lexington Ave., New York 17, N. Y. (PL 5-7511)
United States Envelope Co., 217 Broadway, N. Y. N. Y. (RA 7-5700)
Wolf Detroit Envelope Co., 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES

Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Du-Plex Envelope Corp., 2925 Franklin Blvd., Chi. 12, Ill. (NE 8-1200)
Garden City Envelope Co., 3891 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)
Heo Envelope Co., 4500 Cortland St., Chi. 39, Ill. (CA 7-2400)
Tension Envelope Co., 1918 & Campbell Sts., Kansas City 8, Mo. (BA 1-6092)
The Tension Company Inc., 400 Lexington Ave., New York 17, N. Y. (PL 5-7511)
The Wolf Envelope Co., 1749-81 E. 22nd St., Cleveland 1, O. (PR 1-8470)

FOREIGN MAILINGS

Dillon-Agner Associates, 10 East 40th Street, N. Y. 17, N. Y. (PL 9-7950)
Publisher, 3 Roosevelt Pl., Scarsdale, N. Y. (RC 3-6010)
C. F. Sandherr, Direct Mail & Executive Gifts, Rauschburg, 8, Osn. Norway

INSERTING SERVICE — AUTOMATIC MACHINE

Automatic Mailing Service, 320 Newark Ave., Elizabeth, N. J. (EL 1-3887)
Bonded-Nationwide, 753 4th Ave., Brooklyn 32, N. Y. (BT 8-4819)
Circulation Associates, 1745 Broadway, New York, N. Y. (ST 6-3520)
Creative Mailing Service, 460 North Main St., Freeport, N. Y. (FR 8-4830)
Lambert Mailing Company, 225 N. New Jersey Street, Ind. 4, Ind. (ME 2-3477)

Mailmasters, Inc., 61 Armour Place, Dumont, N. J. (DU 2-2999)
Mailings Incorporated, 35 West 15th St., New York 11, N. Y. (RA 9-1888)
Merit Mailers, 26 Sterling Street, East Orange, N. J. (OR 3-3960)
West. Emp. Dir. Adv. Co., 612 Howard St., San Francisco 5, Calif. (GA 1-8598)

LABEL PASTERS

Poldstein Machine Co., 281 North St., Teeterboro, N. J. (HA 6-1941)

LABELS

Allen Hollander Co., Inc., 383 Gerard Ave., New York 51, N. Y. (MO 5-1818)
Donnell Mfg. Co., Framingham, Mass. (FR 3-5111)
Ever Ready Label Corp., 10 East 49th St., New York 17, N.Y. (PL 1-2048)

LETTER GADGETS

Hewig Co., 45 W. 43rd St., N. Y. 36, N. Y. (JU 2-2186)
Robert Straub & Co., 342 South Dearborn St., Chicago 5, Ill. (WA 2-1881)

LETTERHEADS

Bruner, Inc., 1010 Jefferson Avenue, Memphis, Tenn. (BE 2355)
Marshall Press, Inc., 812 Greenwich Street, New York 14, N. Y. (MU 5-8874)

LETTERS

Heston's Letter, 411 S. Sangamon St., Chicago 7, Ill. (MO 6-9878)
Heston's Letter, New York Office (EN 6339)

MAIL ADVERTISING SERVICES (Lettershops)

BROOKLYN
Valco Reproduction & Mailing Service, Inc., 1715 Ave. Z, Bklyn 35, N. Y. (MH 3-5235)

CLEVELAND
Cleveland Letter Serv., Inc., 740 W. Superior, (12) (RU 1-8300)
Robert Silverman, Inc., 1270 Ontario Street (2) (CH 1-6575)

DETROIT
Advertising Distributors of America, Inc., 4444 Cass Ave. (1) (TE 3-0500)
Advertising Letter Service, 2930 Jefferson East, (7) (LO 7-9335)
R. L. Polk & Co., 431 Howard St. (31) (WO 1-9470)

EAST ORANGE, NEW JERSEY
Merit Mailers, 26 Sterling Street, East Orange, N. J. (OR 3-3960)

ELIZABETH, NEW JERSEY
Automatic Mailing Service, 829 Newark Ave. (EL 4-3887)

HOUSTON
Premier Printing & Letter Serv., 620 Texas Ave., (2) (CA 7-1145)

LOS ANGELES
Krupp's Adv. Mailing Serv., 3380 W. Pico Blvd. (6) (DU 5-5421)
The Mailing House, 1019 N. Madison Avenue, Los Angeles 29, Calif. (NO 3-4271)

MARION, OHIO
Fulfillment Corp. of America, 381 W. Center St. (2-1187)

MIAMI, FLORIDA
Ace Letter Service Co., 2860 N.E. 1st Avenue (PL 7-4577)

MILWAUKEE, WISCONSIN
The Carr Organization, 1319 North Third Street, Milwaukee 12, Wisc. (BB 6-4248)

NEW YORK CITY
Advertisers Mailing Service, Inc., 45 West 18th St., New York, N. Y. (AL 5-4500)
Ambassador Letter Serv. Co., 11 Stone St., (4) (BO 9-0607)
Chase Direct Mail Service Corp., 12 E. 48th St. (17) (MU 7-2930)
Circulation Associates, 1745 Broadway, New York, N. Y. (JU 6-3530)
Mailings Incorporated, 52 West 13th St. (11) (WA 9-5188)
The St. John Assoc., Inc., 75 W. 45th St., (36) (JU 2-3344)

PHILADELPHIA
Connolly Organization, Inc., 1010 Arch St., (7) (MA 7-0133)
Woodington Mail Advertising Serv., 1304 Arch St., (7) (RI 6-1840)

PITTSBURGH
Advertisers Associates Inc., 1627 Penn Ave., (22) (AT 1-6144)

ROCHESTER, NEW YORK
Ayer & Skroh, 15 South Avenue (BA 5-6348)

SAN FRANCISCO
The Letter Shop, 67 Beale St. (SU 1-6584)

MAILING LISTS — BROKERS

Archer-Bennett List Service, Inc., 140 W. 55th St., N. Y. 19, N. Y. (JU 6-3980)
George Bryant & Staff, 315 W. 7th St., Los Angeles, 4, Calif. (VA 9848)
The Coolidge Co., Inc., 125 East 33rd St., N. Y. C. 10 (AL 4-8870)
Dependable Mailing Lists Inc., 281 4th Ave., N. Y. C. 16 (OR 9-7100)
Walter Drey, Inc., 333 N. Michigan Ave., Chl. 1, Ill. (FI 4-4180)
Walter Drey, Inc., 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
Gould Co., 160 Eagle St., Englewood, N. J. (BR 9-0461)
Walter Karl, Inc., 38 Newbury St., Boston 16, Mass. (CO 6-3380)
Lewis Kleid Co., 25 West 45th St., New York 36, N. Y. (JU 2-0830)
Willa Madson, Inc., 215 4th Ave., N. Y. 5, N. Y. (SP 7-7400)
Weekly Mail Order List Serv., 34 Newbury St., Boston 16, Mass. (CO 6-3380)
Names Unlimited, Inc., 350 Fourth Avenue, New York 10, N. Y. (MT 6-2454)
D. L. Natwick Co., 136 W. 52nd Street, New York 19, New York (CO 5-8616)
People in Places, Inc., 41 Fifth Ave., New York 36, N. Y. (OR 7-3774)
Planned Circulation, 19 West 44th Street, New York 36, N. Y. (MT 7-4138)
William M. Profit Associates, 585 Main St., East Orange, N. J. (OR 3-2233)
Hoskam Advertising, P.O. Box 855, Kansas City 41, Mo. (TA 2-1881)
Sanford Franc & Co., Ltd., 156 Lombard Ave., Winnipeg 2, Man., Can. (WH 2-2151)
William Stroth, Jr., 588-570 54th St., West New York, N. J. (UN 4-4800)
James E. True Assoc., 619 6th Ave., N. Y. 16, N. Y. (MU 9-0050)

MAILING LISTS — BY SUBJECT

FOR LIST SOURCE COMPARE NAME IN PARENTHESES WITH LISTING BELOW OR COMPILERS & OWNERS

BUSINESS, PROFESSIONAL LISTS (ED BURNETT COMPANY)

Direct Mail Users, 18,500 (Reporter of DM)
Financial Lists, 18,500 (E-Z Addressing Service)
Fund Raising Lists, 18,500 (Wm. M. Profit Associates)
Pet Shows, 6800; Pet supply jobbers, 2211; Cat breeders, 7000; (All Pets)
Public Relation & Promotion Lists, 18,500 (Wm. M. Profit Associates)

MAILING LISTS — COMPILERS & OWNERS

Active Mail Order List Co., 241 Lafayette Street, New York 12, N. Y. (WA 5-2450)
Allright Mailing Lists, 120 Liberty St., N. Y. (RE 2-7973)
Allison Mailing Lists Corp., 804 Lexington Ave., N. Y. 21 (TF 9-8498)
All-Pets Magazine, Inc., 74 Darline Place, Fond du Lac, Wis. (WA 2-6080)

Associated Advertising Service, 613 Willow Street, Port Huron, Mich. (YU 3-7773)
Bodine's of Baltimore, 301 E. Preston St., Baltimore 2, Md. (VE 1-0400)
Bookings Lists Co., 263 Broadway, N. Y. 12, N. Y. (WO 4-5871)
Bop's City Dispatch, Inc., 228 E. 23rd St., N. Y. 10, N. Y. (OR 9-2250)
Buckley-Hemant, 555 W. Jackson Blvd., Chicago 6, Ill. (LA 2-9825)
Ed Burnett Company, 315 8th Avenue, N. Y. 11, N. Y. (AL 5-7177)
Ludwig Lutz Bureau, 45 West 44th St., N. Y. 36, N. Y. (CU 2-4490)
Creative Mailing Service, 400 N. Main St., Freeport, N. Y. (FB 8-4830)
Directory of Assn. Univ. Research Co. 1116 Booth Tower, Detroit 26, Mich. (WO 1-2440)
Henderson Dry, Inc., 262 S. Michigan Ave., Chl. 1, Ill. (FI 4-4180)
Walter Drey, Inc., 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
Hil Hogue, 333 Washington St., N. Y. 6, N. Y. (WE 3-7800)
Fairchild Lists, Fairchild Publications Inc., 1 E. 12th St., N. Y. N. Y. (AL 3-5252)
Fritz S. Hofheimer, 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-6420)
Industrial List Bureau, 320 Broadway, New York 7, N. Y. (BE 3-4239)
Jewish Statistical Bureau, 320 Broadway, New York 7, N. Y. (BE 3-4239)
Mail Advertising Corp. of America, 435 N. LaSalle Street, Chicago 10, Ill.
Mailing List Compilation Bureau, 257 E. 14th St., Brooklyn 35, N. Y. (BA 3-5236)
Manpower, Inc., Home Office—820 N. Plankinton, Milwaukee 3, Wisconsin
150 Offices in Major Cities—See Yellow Pages for Local Phone Numbers
Market Compilation Bur., 10561 Chandler Blvd., N. Hollywood, Cal. (BT 7-5884)
Merit Mailers, 26 Sterling Street, East Orange, N. J. (OR 3-3960)
National Business Lists Associates, 49 West Fulton Street, Chicago 6, Illinois
Occupant Mailing Lists of America, 239 North 4th Street, Columbus, Ohio
Official Catholic Directory, 12 Barclay St., N. Y. 8, N. Y. (BA 7-2909)
Palmer Lists, 232 Grand Concourse, N. Y. 58, N. Y. (AS 2-3416)
W. S. Ponton, Inc., 44 Honeck St., Englewood, N. J. (EN 4-5204)
William M. Profit Associates, 585 Main St., East Orange, N. J. (OR 3-2233)
R. L. Hashmair, Lakewood Blvd., N. Hollywood, Calif. (PO 6-9530)
Reporter of Direct Mail Adv., 224 7th St., Garden City, N. Y. (PI 6-1837)
Research Projects, Inc., 55 West 13th St., New York, N. Y. (JU 2-0830)
The Speed Address Co., Long Island City 4, N. Y. (OR 4-6420)
William Stroth, Jr., 588-570 54th St., West New York, N. J. (UN 4-4800)
W. E. Watson Corp., 23 Hanse Ave., Freeport, N. Y. (PH 9-8312)
Zeller and Letica, Inc., 15 East 26th St., N. Y. 38, N. Y. (MU 5-6278)

MAIL ORDER CONSULTANT

Hertbert L. Kellner & Associates, 131 R. Wabash Ave., Chicago 3, Ill. (AN 6-2242)

MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg Co., 220 W. 19th St., N. Y. 11, N. Y. (CH 3-0692)

MARKET RESEARCH — STRATIFICATION

Samuel Fitzsimmons & Co., 545 Fifth Avenue, New York 17, New York (MU 7-6865)

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co., 19 S. Wells Street, Chicago 6, Ill. (BT 2-7808)

OCCUPANT MAILING LISTS—LOCAL & NATIONAL

Advertisers Distributors of America, Inc., 1444 Cass Ave., Detroit 1, Michigan (TE 3-0500)
Merit Mailers, 26 Sterling St., East Orange, N. J. (OR 3-3960)
Western Empire Direct Ad Co., 612 Howard Street, San Fran. 5, Calif. (GA 1-8500)

PAPER MANUFACTURERS

American Writing Paper Corp., 1250 N. Meade St., Appleton, Wis. (41454)
Appleton Coated Paper Co., 1250 N. Meade St., Appleton, Wis. (41454)
Byron Weston Company, Dalton, Mass.
Carter Paper Company, Newark, Delaware (EN 8-5311)
Eastern Corporation, Bangor, Maine (TEL 4-2211)
Ealeck Manufacturing Company, Turners Falls, Massachusetts
Fletcher Paper Company, 20 North Wacker Drive, Chicago 6, Illinois
Fraser Paper Limited, 420 Lexington Ave., N. Y. 17, N. Y. (LE 8-9580)
Hamilton Paper Co., 3150 Miligan, Pa. (IV 3-3160)
Hammermill Paper Co., Erie, Pa. (Tel. 4-7101)
Howard Paper Mills, Inc., 115 Columbia St., Dayton 7, Ohio
International Paper Co., 220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7900)
Kimberly-Clark Corporation, 220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7900)
Mead Papers, Inc., 118 West First Street, Dayton 2, Ohio
Molasky Paper Company, 220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7900)
Neenah-Paper Company, Neenah, Wis. (Tel. 2-1521)
Neenah-Paper Company, Port Edwards, Wis. (Tel. 3111)
New York & Pennsylvania Co., 220 Park Avenue, New York 17, N. Y. (PI 1-4250)
Penitular Paper Co., Ypsilanti, Mich. (HT 2-6600)
Ret Paper Co., Kalamazoo, Mich. (FI 2-8151)
Rising Paper Co., Housatonic, Mass. (HO 47)
The Sew Paper Company, 80 Broad Street, Boston, Massachusetts
S. D. Warren Company, 80 Broad Street, Boston, Massachusetts
Wausau Paper Mills Co., 111 W. Washington, Chicago, Ill. (FI 6-4788)

PHOTO ENGRAVERS

Horan Engraving Co., Inc., 44 W. 28th St., New York 1, N. Y. (MU 9-8585)

POST CARDS

Colorpictures Publishers, 390 Newbury Street, Boston 15, Mass. (CO 7-7500)
CURTECHCOLOR 3-D by Curt Teich & Co., Inc., 1733 W. Irving Park Road, Chicago 13, Illinois (BU 1-0006)

PRINTING EQUIPMENT

R. Verner & Co., Inc., 32 Duane Street, New York 7, N. Y. (BA 7-1466)

PRINTERS — LETTERPRESS & LITHOGRAPHY

Colorline, 2312 17th Street N.W., Washington, D. C.
Paradise Printers, 1000 Paradise, Pa. (OV 7-3209)

SALES AND MERCHANDISING CONSULTANT

Ralph T. Curtis, 303 E. Powell Avenue, Francerville 13, Ind. (HA 2-8784)

SEASONAL STATIONERY

Arthur Thompson & Co., 109 Market Place, Baltimore 2, Md. (PL 2-4886)

STENCIL CUTTING AND LIST MAINTENANCE

Circulation Associates, 1745 Broadway, New York, N. Y. (JU 6-3530)
Clear Cut Duplicating Co., 149 Broadway, New York 6, N. Y. (DI 4-4081)

SUBSCRIPTION FULFILLMENT SERVICE

Circulation Associates, 1745 Broadway, New York, N. Y. (JU 6-3530)
Globe Fulfillment Corporation, 149 W. 23rd St., N. Y. 11, N. Y. (OR 5-4600)

SYNDICATED HOUSE MAGAZINES

The William Feather Co., 9000 Clinton Rd., Cleveland 9, O. (AT 1-4122)
The Henry F. Heinrichs Publications, The House of Sunshine, Ltd., (284)

TRADE ASSOCIATIONS

Associated Third Class Mail Users, 1406 G St., N.W., Wash. 5, D. C. (ME 2-2447)
Direct Mail Advertising Assn., 3 E. 57th St., N. Y. C. 22 (MU 8-7388)
MARA International, 18120 James Coombs, Detroit 35, Mich. (UN 4-3545)
Nat'l Council of Mail List Brokers, 55 W. 42nd St., N. Y. 36, N. Y. (PE 8-8615)

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FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that
with visitors to the Editor of *The Reporter*

I'LL ALWAYS REMEMBER Christmas Eve in Chambersburg, Pa., where I grew up. Those I remember were always clear starlit nights . . . the snow crunched loudly under the many feet which trudged to the Falling Spring Presbyterian Church to see and participate in the annual ritual celebrating the birth of a savior. For the first time in a long, long year, we heard the Christmas carols, listened to the meaning of the day ahead. We had to hurry home to bed (to get out of the way). There were mysterious whisperings and sounds of strenuous activity throughout the old Reed homestead. Next morning, we couldn't go through the closed door into the parlor until after the family prayers and breakfast. Then the lineup of cousins, brothers, sisters, aunts, uncles, parents to march through the opened door . . . to see it . . . the tree in all its glory. Even with the excitement, it was a solemn, satisfying day. Long to be remembered.

We've been talking about those Christmases during the last month.

What has happened to Christmas? In its place, we so-called moderns have fashioned a monstrosity which is getting more out of hand each year. The original meaning has been swallowed in brash commercialism.

This year, it seemed each town vied with their neighbor towns to get the street lights up earlier than ever. Some of them started early in November. The unending strings of red, blue, yellow, white lights became a nightmare, especially to night drivers. Poor substitutes for Santa appeared on street corners more than a month before Christmas. Carols began grinding out of corner charity stands. Stores were decorated with tinsel and stuff even before Thanksgiving. Christmas trees everywhere (where once they were carefully hidden until Christmas morning). Television commercials hammered on gifts, actors and commentators began wishing "Merry Christmas" long before its arrival. Christmas parties started early in December. Too many began and wound up as drinking marathons, and I have yet to hear at one of them a mention of the meaning of Christmas. At some (too many again) the entertainment consisted of off-color stories and songs. Where was Christmas?

Maybe I'm getting to be an old crab . . . but I've been listening to comments, reading editorials . . . and it seems like a lot of people are fed up with our modern Christmas. We can't set the clock back . . . but I like the sentiments expressed by Herman Herst, Jr. of Shrub Oak, N. Y., in his house magazine, "Herst's Outbursts." "It is perhaps too much to hope that Christmas will at this late date ever regain the solemnity and the meaning that most of us want for it, but a reaction against the prostitution of the day must start somewhere."

In referring to the turmoil of pre-Christmas preparation, Herman adds: "If only half the time given to these preparations were spent in making the world a better place

to live in, the ideals of the teacher who is being honored at Christmas would be far more likely to be realized."

Bill Feather of Cleveland in his house magazine had this to say: "Except for excess decoration, excess commercialism, excess editorializing, excess caroling, excess bibbling, and excess cheer, I heartily approve of the Christmas spirit."

There are so many good things about Christmas . . . such as, reunions of family, swapping cards and messages among friends . . . it's too bad commercialism has turned it into a pagan circus. Of course, the merchants have to make hay, the power companies must sell more kilowatts . . . but can't there be some tasteful restraint, so that the kids can be surprised on Christmas Eve or morning? So that we can enjoy the carols on the night before Christmas? Most of us this year were plumb sick and tired of the repetitious carols and the ceaseless hullabaloo. That's one reason why I always tip my hat to the International Paper Company. It's the only business organization I know which does no commercial advertising during the month of December. All of their space advertisements and mailings contain only one thing . . . a prayer. It hasn't seemed to hurt their financial position.

WHILE IN A CRITICAL MOOD . . . couldn't there be some better way to settle labor disputes than by disrupting the lives of the mass of citizens? The hotheads who pulled strikes on the airlines during the Thanksgiving rush, and those who shut down the newspapers in New York during the pre-Christmas period . . . are doing the cause of unionism no good. A local strike for just cause against one employer may be acceptable, but a mass walkout against a public utility (such as transportation) is putting frightening power into the hands of an irresponsible few. Hoffa and his hoodlums could paralyze the country within a few short days or hours. That's how dictators start. Somebody is always trying to obstruct progress. Like the firemen's union, some years ago, trying to dictate that firemen still had to be employed on Diesel engines. The airline dispute was similar. The flight engineers' union doesn't want its members to be trained pilots. The airlines want them to be able to pilot the new jet planes in case of an emergency. That is only right.

Reading the reports, I couldn't help wondering what would happen to the Navy, and particularly to son Charles Hearn who skips a submarine, if a union got in and insisted on writing the job tickets for each crew member. In a submarine, every member of the crew, from cook on up to captain, must know every control valve, every electric circuit, every safety device, so that in an emergency they can take over any station or the whole ship. That is organization.

So I think the unions should stay away from dictating operational procedures and they should certainly be re-

strained from interfering with the public's use of necessary facilities. That may be a more important project for Senator McClellan's committee than the investigation of hoodlum control. The "public" is getting pretty tired of being pushed around.

WE'VE BEEN INTERESTED in two recent cases in which publications have been in a hassle with the Post Office Department. The November 17 issue of "Life" was held up because the publishers inserted a recipe book in a Mazola ad. The magazine was finally cleared after "Life" paid 3c additional per copy for the recipe book (third class rate). With 5,402,053 subscription circulation that meant an additional tab of \$162,061 above the regular second class rate. "Life" paid under protest and the case will probably wind up in court. But "Life" is probably on shaky ground . . . for the second class regulations definitely prohibit the insertion as an insert of a separate, independent publication, which is what the Mazola recipe book actually was. It was a third class piece inserted in a second class publication. The Post Office must protect its revenues. It has liberalized in recent years its regulations on acceptable inserts . . . but it cannot allow third class higher rate material to be included in the lower second class rate. That would throw everything out of gear.

THE OTHER CASE is more like a comedy of errors. We've taken time to investigate it. You probably read newspaper stories that the November issue of "Playboy Magazine" had been barred from the mail. Later on, items appeared that the magazine had been cleared by court injunction. Here is the inside screwy story . . . nearly unbelievable.

A church pressure group wrote to Post Office Department protesting against some of the "sophisticated magazines" being mailed and mentioned "Playboy" as an example. The Post Office wrote to the group the usual governmental type of letter, saying an investigation would be made. The church group immediately sent out a "presumptuous" press release stating "Playboy" had been banned (the November issue had already been mailed to subscribers). When newspapers checked on the story . . . confusion reigned. Post Office denied it . . . but instructed Chicago postmaster not to accept any further mailings. "Playboy" attorneys immediately filed suit for an injunction in U. S. District Court in Washington, D. C. Post Office attorneys appeared to defend "their position" . . . although they admitted they hadn't yet seen the November issue. The temporary injunction was granted on October 30. The Post Office appealed . . . but the U. S. Court of Appeals upheld the injunction when Post Office lawyers still couldn't say what was found objectionable. So "Playboy" is being mailed and no one seems to know what comes next, if anything.

This case has dangerous undertones. Everyone knows that this reporter has tried through the years to help the Post Office stop the peddlers of pornography in the mail. But we don't believe in irresponsible censorship. Neither do we believe in penalizing without due process of the law. If the Post Office, or some fanatical individual in it, can arbitrarily rule that a magazine is unmailable because of some item or feature, they could put half the magazines in the country out of business. The magazine publisher must get each issue into the mail promptly in order to collect on his advertising and subscriptions. No action should be taken until a "crime" is committed and then the penalty should be fixed by a court, not by an administrative whim.

That is the only decent and fair procedure for the Post Office. Prior censorship is unthinkable if we are to retain freedom of the press.

In one famous case, the Supreme Court ruled unanimously against the Post Office on censorship and advised the Post Office officials to leave magazine, book and newspaper editing to the magazine, book and newspaper editors. So be it.

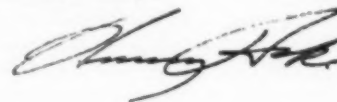
Admittedly, "Playboy" contains "sophisticated material." It is edited for mature moderns. It employs the best of literary and artistic talents. Its standards for advertisers are tougher than any other magazine in the country. Its attitude on formerly verboten subjects may be advanced . . . but it is certainly nothing to get excited about in comparison to the lurid books and magazines displayed everywhere. Censorship, the urge to censor, is a bad thing for everyone. If censorships were carried to full extreme, even parts of the Bible would have to be eliminated.

Those who want to read "Playboy" should be allowed to read it. Those who do not want it . . . can avoid buying it without the help of the Post Office. But at least, the Post Office shouldn't allow itself to be juggled into an untenable position because of a "presumptuous" (that's what they called it) and inaccurate press release sent out by an irresponsible pressure group.

TWO OLD FRIENDS moved into another world during past month . . . causing much sorrow. Charlie Ponton of W. S. Ponton Lists was altogether too young to leave his enthusiastic work unfinished. Well-known convention attendee Frances Hildreth, vice president and treasurer of St. John Associates, New York, also passed away at her home in New Rochelle. Both of these fine people will be missed.

FRUIT SHIPPERS PROBLEMS were discussed in November 1958 Scuttlebutt. Told about how Florida gift shippers are consolidating packages, metering the postage and sending by United Parcel Service to Harrisburg, Pa., for mailing within first and second zones. Now . . . word comes from Reporter reader F. L. Schultz, Alamo Fruit Gift Pack, P. O. Box 666, Alamo, Texas, that Texas shippers were five years ahead of Florida on this solution to rising costs of transportation. Through the Texas Association, gift packages go to a consolidation center . . . from there they are trucked to thirty major cities centering in low cost parcel post zones. Only point of difference from Florida plan . . . packages are weighed and metered at the city of post office deposit. Mr. Schultz reports post office has been most cooperative in this large volume movement . . . lost and damage rate is exceptionally low. As we said before: Ingenuity can surmount many obstacles. That's all for this month.

Good luck always,



3 Bluff View Drive
Clearwater, Florida
Telephone: JUniper 4-3843

P.S. Congratulations to humorist Stan Freberg and his assistants for recording "Green Christmas" . . . distributed by Capitol Records . . . a 45 RPM number 4097. Every advertising man, national advertiser, corporation president, ad club, merchants association, etc., should be forced to listen to it . . . with red faces. It's a devastating and indignant satire (using Dickens' Scrooge as main character) on the prostitution of Christmas by money-hungry advertisers and merchants. Received my copy as a gift after I had sent this month's installment of Scuttlebutt to Garden City. Hope this hurried P.S. gets there in time for printing as an amendment to first item. Get the record. It's a riot.

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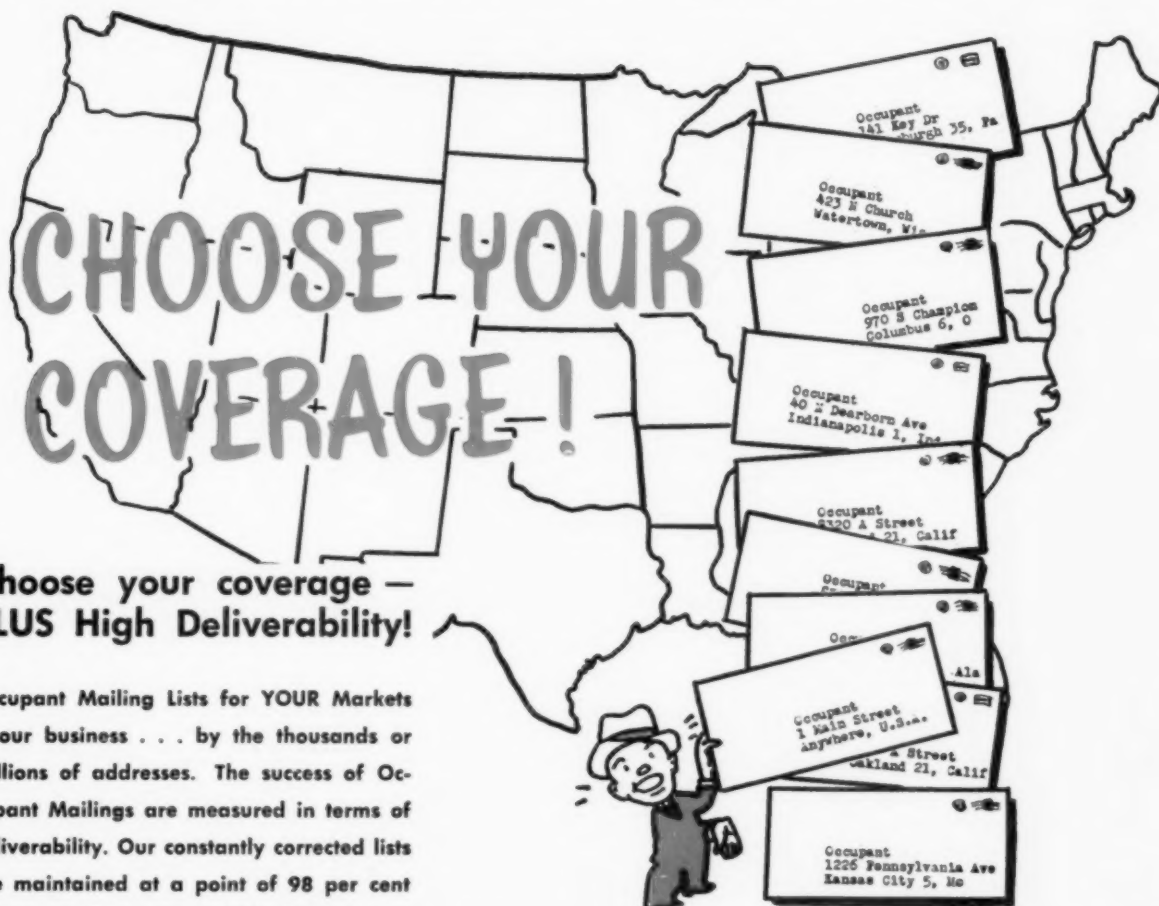
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